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APRIL 16, 1955

foreign trade



a preview of
the 8th canadian international trade fair

TORONTO

May 30-June 10, 1955



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foreign trade

Established in 1904

Published fortnightly by the Department of Trade and Commerce.
The Right Honourable C. D. HOWE, Minister,
WM. FREDERICK BULL, Deputy Minister.

OTTAWA, APRIL 16, 1955, Vol. 103, No.8

Please forward all subscriptions and orders to:
The Queen's Printer, Government Printing Bureau, Ottawa.
Price: \$2.00 a year in Canada; \$3.50 abroad
Single copies: 20 cents each.

Authorized as second class mail by the Post Office Department, Ottawa.
Material appearing in this magazine may be freely reprinted, preferably giving credit to "Foreign Trade".

COVER The present issue of "Foreign Trade" is largely given over to a preview of the 8th Canadian International Trade Fair, which opens in Toronto on May 30th. We hope that this advance information on the many products to be shown will encourage readers to come and see the Fair for themselves.

The Old and the New . . .

WHEN THE GATES SWING OPEN upon the Canadian International Trade Fair on May 30th, it will be upon a fair faithful to a mediaeval tradition, yet as modern as the jet plane and the geiger counter. The manufacturers from 29 countries who will travel to Toronto to display their wares will be using a merchandising technique as old as fifth-century France—though the goods bought and sold then bear little resemblance to those of today.

Everywhere the visitor looks, he will see tangible evidence of the effective modern partnership between science and industry. He will see scintillometers which, in the hands of the prospector, detect precious uranium . . . He can talk with atomic experts eager to help him put radioactive materials to use in solving industrial problems . . . He can learn how a new hydraulic monitor deals with stubborn Arctic permafrost or how improved welding techniques are solving fabrication difficulties . . . He can see how patient experiment has widened the uses for old materials and discovered new ones . . . and how the principles of good design have been incorporated in everyday things like a frying pan and a filing cabinet.

Not all the products in the twenty-three different categories are contemporary in their appeal. Some reflect a cherished tradition of craftsmanship in glass or porcelain, mosaic or wood . . . others, a handicraft skill—Canadian, European or Asian—handed down from generation to generation. Still other displays will present basic materials like steel or copper, aluminum or brass, composed of elements centuries old . . . or basic foods like wheat or fish, upon which a hungry world still relies.

The Fair itself, like the displays it houses, combines the modern with the traditional. It conforms to an established pattern but modifies that pattern as the needs and wishes of exhibitors and buyers dictate. In 1952, the "outside area" was set up to show big machines used in construction, in roadbuilding, in transportation, or in the handling of materials. Last year, the aircraft section was added . . . this year, there is a new emphasis upon equipment and materials used in welding and in metal fabrication. And 1956 may see a special petrochemical section.

So this Eighth Fair, like its seven predecessors, blends the old and the new to become, for manufacturer and purchaser alike, a "gateway to world trade".

—The Editor

editorial



First stop for the foreign visitor to the Fair is this aluminum prefabricated "Guest of Canada" lounge. There he receives his badge and catalogue and useful information; there he can relax at intervals in a strenuous day.

A Trip to the Fair

From the moment he stops at the registration booth until he strides out of the gate headed for home, the visitor to the CITF will find a fair arranged to speed his business and save his time. This "making things easy" begins with the catalogue. It lists all the exhibitors, with their addresses, the products they are showing, the location of their booths and—if they are foreign firms—their Canadian representatives. A second section lists products and the companies displaying each—a service for the man who knows what he's looking for.

At the time of the 1851 Exhibition in London, the Prince Consort suggested that the goods be grouped according to their nature. This suggestion was rejected but today it's the practice at most of the great international fairs. The CITF classifies its exhibits under 23 different categories and the man who is interested only



The staff on duty in the Main Reception Area are pleasant, courteous, and primed to answer a variety of questions. In this area too the visitor will find transportation information, interpreters, stenographic help, trained CITF guides, and other types of assistance.



in earth-moving equipment or in imported chinaware can go straight to those sections and there appraise the goods offered by manufacturers from many countries.

But he can do more than merely look at these products—he can see some of them actually at work. Trained technicians will put machinery through its paces and qualified members of the exhibiting firm are ready to consummate the deal.

A business transaction usually involves more than the mere choosing of the goods. Customs duties and shipping costs, foreign exchange difficulties, questions of standards—all these may enter into buying and selling. The Fair recognizes these problems. Grouped in one area the businessman will find experts from government and from trade associations ready to advise him.

Take a trip to the CITF this year—and you'll echo the comment of a satisfied visitor: "The Canadian International Trade Fair is not just another show; it is a new and powerful force for the promotion of one's business."



This year some 29 countries will be exhibiting, lending colour and variety to the show. An Indian girl who graced her country's display last year poses against a background of Indian textiles and holds up for a customer's inspection an example of Indian craftsmanship.



Many of the Canadian cities and provinces find the Fair an excellent medium for advertising their industrial facilities. Here visitors learn about Saskatchewan and its resources and about possible factory sites, labour supply, or transportation services. As a direct result of the CITE, more than 65 foreign companies have established branch plants in Canada.

Most exhibitors find it worthwhile to demonstrate the equipment which they bring to the Fair and to answer fully all the buyer's questions. Here the Quebec manufacturer of a full-scale loom illustrates the weaving process.



This gentleman from Portugal is showing a prospective buyer some of the varieties of canned fish that formed part of the attractive Portuguese exhibit last year in the Foods and Beverages section.



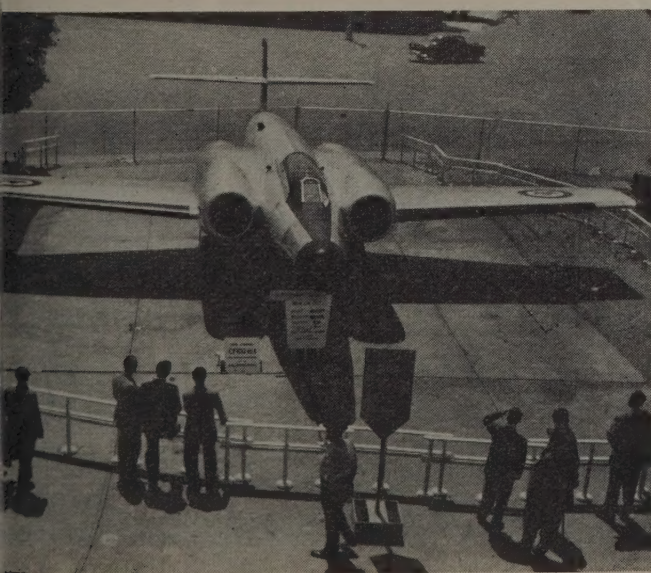


The story of Waterford glass illustrates the concrete advantages which producer and consumer derive from the Fair. The first exhibit, in 1953, was completely sold out; so was the 1954 showing. Now the company's Canadian contacts are well established and the glass sold in all main Canadian centres.

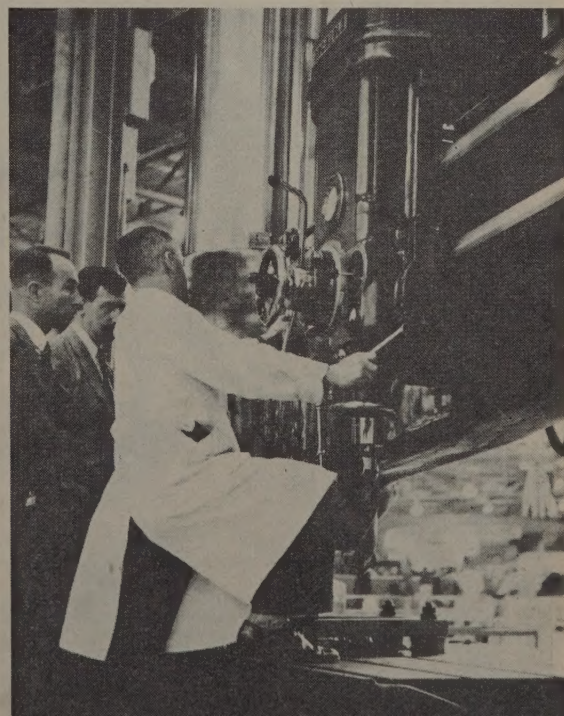


Towering cranes, great pile drivers, trailers, and even aircraft are displayed in the "outside area", where construction and road-building equipment, transportation equipment and certain aviation equipment are grouped together. There's space too to see how some of the big machines work. Last year, nearly 68,000 square feet of outside space was taken up by manufacturers of heavy equipment from several countries.

The Aviation Section made its debut at the 1954 Fair and only one complete aircraft, this CF-100, was shown. This year a de Havilland Otter, an F-86 Sabre jet, a Czechoslovak private plane, and possibly a Canadian-made helicopter will also be on view. On Saturday, June 4, the Canadian International Air Show will take place over the Trade Fair grounds.



The machine tools section has always proved to be one of the biggest drawing cards at the Fair. Seldom does the man looking for such equipment have a better chance to see giant tools like this in action. One foreign exhibitor last year sold an \$85,000 machine tool to an American buyer.



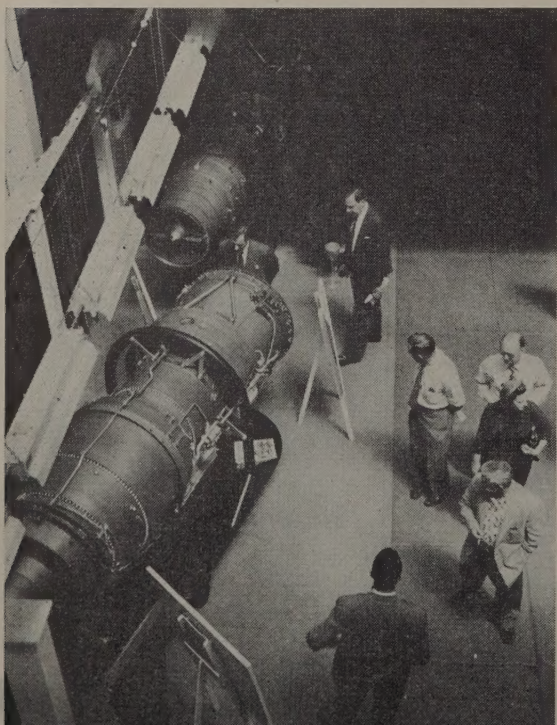


These buyers and sellers appear to be deep in earnest discussion over lenses, light metres and other camera parts exhibited last year. To make certain that this remains a "business" Fair, with mere spectators kept to a minimum, the public is admitted on three days only.



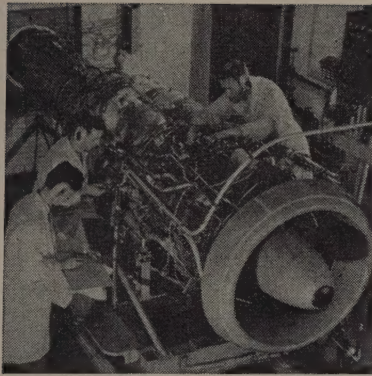
To dramatize the use of diesel engine a Danish exhibitor last year demonstrated how one diesel could drive a variable pitch propeller on a big passenger or cargo ship. The demonstration seems to have caught the interest of a Fair-goer.

In addition to aircraft, the Aviation Section includes exhibits of aircraft components and equipment of many types. Here is a jet engine for aircraft displayed at last year's Fair. Several types of jet engines will be exhibited this year.



The end of a long day finds many of the CITE visitors taking time out on the Marine Terra that overlooks Lake Ontario. Many business deals are closed on these tables under the gay umbrellas, and here too businessmen from many countries have a chance to exchange ideas or merely rest their tired feet after a long day.





Aviation Equipment and Parts, Aircraft

THE "AERIAL" MOTIF in this year's CITF will catch the attention of the businessman the moment he sets foot in Exhibition Park. On the roof of the Automotive Building, he will see a radar scanner whirling about. It forms part of the Decca Radar exhibit and inside the building, on a radar screen, he can gaze at the reflection of ships far out on Lake Ontario.

Lined up for his inspection in the outdoor area will be the recently designed de Havilland *Otter*, a light aircraft particularly suited to use in forward combat areas and under rugged conditions. Recently ninety

of these aircraft were sold to the United States Army. Close by he will find a four-passenger, two-engine plane made in Czechoslovakia and intended for executive use. Canadair Ltd. will exhibit its T-33 jet trainer and, though plans are not yet completed, a Canadian-made helicopter may also come to the Fair.

The inside displays in this section will also command attention. Two Canadian aerial survey companies which have carried out assignments in many countries will demonstrate the intricate process by which thousands of aerial photographs are taken, analyzed and fitted together. The makers of an automatic ejection seat designed to save the lives of jet plane pilots will have an exhibit; so will many manufacturers of aircraft instruments and components and overhaul and repair services. One interesting display will include parts used in the delicate operation of refuelling in the air, such as a fuel test rig and a lightweight valve made of a particularly light alloy.

Canada takes an overwhelming lead in this category but a British firm will show the Eland turbo-prop engine, General Electric Company of the United States will exhibit its new special-type jet engine, and Hughes Aircraft of California will demonstrate a radar fire-control system.

Countries exhibiting: Canada, Czechoslovakia, United Kingdom, United States.

Leading exhibitor: Canada.

CANADA

Aviation Electric Ltd. Montreal, Quebec.	Sales, service, manufacture, overhaul of aircraft and marine accessories and instruments.	Canadian Flight Equipment Ltd. Cobourg, Ontario.	Automatic ejection seats for aircraft; passenger and crew seats for aircraft; sub-contract work for the aircraft industry.
Aviation Electric Pacific Ltd. Vancouver, British Columbia.	Sales, service, manufacture, overhaul of aircraft and marine accessories and instruments.	Canadian Pacific Airlines Ltd. Vancouver, British Columbia.	Airline services to four continents and 65 communities in Canada.
Avro Aircraft Ltd. Malton, Ontario.	CF-100 aircraft and components.	Canadian SKF Company Ltd. Scarborough, Ontario.	Ball and roller bearings, pillow blocks, precision aircraft bearings.
Bata Engineering Batawa, Ontario.	Cams, dies, fixtures, aircraft parts, special equipment.	Cannon Electric Canada Ltd. Toronto, Ontario.	Electrical connectors for aircraft, electronic devices, radio and television broadcasting.
Bristol Aero Engines (Western) Ltd. Vancouver, British Columbia.	Aero engine overhaul and repair.	C-O-Two Fire Equipment of Canada Ltd. Toronto, Ontario.	Hand, portable and wheeled fire extinguishers and fixed systems.
Bristol Aero Engines Ltd. Montreal, Quebec.	Aero engine and power plant overhaul and repair.	Decca Navigator (Canada) Ltd. Toronto, Ontario.	Decca navigator system, air and marine.
Bristol Aeroplane Co. of Canada Ltd. Montreal, Quebec.	Civil and military aircraft and aero engine products of the Bristol Aeroplane Co. of England.	Decca Radar (Canada) Ltd. Toronto, Ontario.	Radar, airfield, storm warning and marine equipment.
Canadair Ltd. Montreal, Quebec.	Exploded view of T-33 jet trainer; F-86 Sabre jet showing engine installation.	de Havilland Aircraft of Canada Ltd. Toronto, Ontario.	DH3 Otter utility aircraft.
Canadian Aero Service Ltd. Ottawa, Ontario.	Aerial photography, mapping; magnetometer, scintillation counter, shoran, decca, radar altimeter.		

Please note: The listings of exhibitors are complete up to March 30th; space reserved after that date is not included. The pictures at the beginning of each category were taken at previous Fairs and do not necessarily represent products to be shown this year.

Dominion Magnesium Ltd.
Toronto, Ontario.

Dowty Equipment of Canada
Ltd.
Ajax, Ontario.

Fairey Aviation Co. of Canada
Ltd.
Dartmouth, Nova Scotia.

Field Aviation Company Ltd.
Oshawa, Ontario.

Fleet Manufacturing Ltd.
Fort Erie, Ontario.

Flight Refueling (Canada) Ltd.
Toronto Ontario.

Garrett Manufacturing Cor-
poration of Canada Ltd.
Toronto, Ontario.

Light Alloys Ltd.
Toronto, Ontario.

Lucas-Rotax Ltd.
Toronto, Ontario.

MacDonald Bros. Aircraft Ltd.
Winnipeg, Manitoba.

Orenda Engines Ltd.
Malton, Ontario.

Pyrene Manufacturing Co. of
Canada Ltd.
Toronto, Ontario.

A. V. Roe Canada Ltd.
Malton, Ontario.

Spartan Air Service Ltd.
Ottawa, Ontario.

Trans-Canada Air Lines
Toronto, Ontario.

CZECHOSLOVAKIA

Motokov
Prague.

UNITED KINGDOM

Napier & Son Ltd.
London.

UNITED STATES

Elastic Stop Nut Corporation
of America
Union, New Jersey.

General Electric Co.
Schenectady, New York.

Magnesium alloy ingots, billets,
extrusions; calcium, barium,
titanium, strontium, zirconium.

Aircraft undercarriage and brake
gear, electro hydraulic actu-
ating equipment and gas turbine
fuel systems.

Aircraft hydraulic power control
units; general aircraft parts and
accessories.

Aircraft instruments and safety
equipment; gas turbines, air-
craft and industrial.

Aircraft and components; radar
and marine equipment, light
metal fabrication.

Fuel system equipment; mechani-
cal, electrical, pneumatic, hy-
draulic controls for fluids.

Aircraft components, refrigeration
systems, pneumatic valves and
controls, temperature controls,
cabin air compressors, turbine
motors, gas turbine engines,
cabin pressure mechanical
equipment, electronic computer
and controls.

Light alloy castings, fabrications;
magnesium wire spools and
reels.

Fuel systems for gas turbine
engines; electrical systems for
aircraft and aircraft engines;
aeronautical equipment.

Complete aircraft overhaul faci-
lities, aircraft components and
aero engine sheet-metal work.

Orenda gas turbine engines.

Hand, portable and wheeled fire
extinguishers and fixed systems.

CF-100 aircraft and components;
Orenda gas turbine engines.

Aerial photography, mapping;
magnetometer, scintillation
counter, shoran, decca, radar
altimeter.

Airline services.

Aeroplanes, sail planes.

Eland turbo-prop engine, Oryx
and Deltie engine models,
turbo-blower, de-icing.

Self-locking fasteners, plastic stop
nuts and rollpins.

Aircraft gas turbine (jet engine);
aircraft accessory turbines.

Hughes Aircraft Co.
Culver City, California.

Vickers Inc.
Detroit, Michigan.

Radar fire control systems,
advanced digital computers,
guided missiles.

Aircraft pumps, valves and
hydraulic accessories.



Building Supplies and Materials, Heating and Plumbing Equipment

THE DEALER who wants to capitalize on the do-it-yourself boom will be attracted by a three-way ladder displayed in this section by Gravity Ladders of Birmingham. Retracted, it forms a six-foot straight ladder, extended it reaches 12 feet, and it can also be opened to form a six-foot pair of steps. This ladder is said to be new to the Canadian market although it is an established best seller in the United Kingdom. Also from England come two exhibitors of prefabricated buildings, one concentrating mainly on the domestic housing market and the other offering prefabs for various industrial purposes as well.

The new line of room air conditioners being shown by Coleman Lamp and Stove Company Ltd., of Toronto can be installed with just the exact amount of cabinet inside the room that the customer wants. The single-sleeve steel construction of the "Universal Mount" guarantees that the unit will sit securely in the position desired. Designed for use under extreme tropical conditions of heat and humidity, the unit is now being produced in the United States in three-quarter and one horsepower models. The company says that distributors in certain areas of the world are available.

A space-saver is Modernfold, the flexible folding wall made by New Castle Products Canada Ltd. Also saving space which doors waste is another New Castle product—Spacemaster, a folding door which can be

painted and slip-covered to match the decor. Not quite so stylish but undoubtedly useful are the sliding doors being displayed by Dennison Kett & Co. Ltd. of London; these are designed for garages and airplane hangars. The company also makes steel window frames and steel partitions.

Countries exhibiting: Canada, Portugal, United Kingdom.

Leading exhibitor: Canada.

CANADA

Aird & Company, A. E.
Toronto, Ontario.

Building supplies and materials; domestic heating and plumbing equipment.

Central Sheet Metal Contractors Ltd.
Toronto, Ontario.

Ventilators, dust collectors, skylights, machine guards, selector trucks, breechings.

Coleman Lamp and Stove Co. Ltd.
Toronto, Ontario.

Air-conditioning equipment; oil-burning space and water heaters; gravity and forced air furnaces; kerosene and gasoline-burning pressure and non-pressure appliances for lighting, heating, cooking and ironing.

Hall Ltd., J. & E.
Montreal, Quebec.

Escalators and elevators, industrial, freight and passenger, working model and photographs.

Linde-Hall Canadian Refrigeration
Montreal, Quebec.

Refrigeration compressors and valves.

New Castle Products (Canada) Ltd.
Montreal, Quebec.

Steel-framed, fabric-covered modern fold and spacemaster folding doors.

PORTUGAL

Fundo De Fomento De Exportacao
Lisbon.

Cork, tools, sisal ropes, sewing machines, rubber goods.

UNITED KINGDOM

British Steel Constructions (Birmingham) Ltd.
Staffordshire.

Metal window frames and partitions, composition wood block flooring, prefabricated buildings for industrial and domestic purposes.

Dennison, Kett & Co. Ltd.
London.

Rolling doors, all types rolling grilles, collapsible gates, steel doors.

Gravity Ladders Ltd.
Birmingham.

Aluminum ladders and steps for industrial, agricultural and domestic use.

Harris Engineering Co. Ltd.
London.

Air-conditioning plant, unit heaters, infra-red radiant space heaters.

Smiths Building Systems (Birmingham) Ltd.
Staffordshire.

Prefabricated housing.

Stelwin Construction Ltd.
Birmingham.

Steel window frames and steel partitions.



Construction and Road-Building Equipment

THE MAN who comes to the Trade Fair to examine, appraise, and perhaps buy some of the modern monsters which speed up and simplify big construction jobs will be spending most of his time in the "outside area" which stretches between the Industry and the Automotive Buildings. There he will find cranes busy demonstrating their lifting power, pile drivers ready to smash their way into the ground, fork-lift trucks shuttling about, and excavators in position to start digging at any moment.

This is the place too to see less spectacular equipment needed on building projects. Not many years ago, workers on construction jobs in remote places had to do a bit of roughing it. One exhibitor in this category will demonstrate that this type of living is outmoded. This firm will show a trailer that becomes a compact and comfortable bunkhouse for eight men, and a mobile construction office that incorporates a drafting room and space for files. Other trailers made by this company can be converted into mobile cookhouses, wash-houses or recreation space.

Some of the exhibits in this class you will find in the Automotive Building—manganese parts, for example. About 25 years ago, a Quebec company began turning out manganese steel and later produced the first manganese steel castings made in Canada. This firm has taken space at the Trade Fair to display manganese steel wearing parts for equipment put to rugged use, as in construction, quarrying, mining, or dredging. Nearby the visitor can learn about the part laminated wood is playing in making roof trusses, arches, beams and roof decking.

Countries exhibiting: Canada, Germany, United States.

Leading exhibitor: Canada.

CANADA

Acme Materials Handling Co. Ltd. Montreal, Quebec.	Industrial trucks, cranes and conveyors.
Ardelt Industries of Canada Ltd. Kitchener, Ontario.	Universal excavator 25 Ru.
Contractors Machinery and Equipment Ltd. Hamilton, Ontario.	Construction, industrial and agricultural equipment.
Dominion Brake Shoe Co. Ltd. Joliette Steel Division Joliette, Quebec.	Manganese steel replacement parts.
General Coach Works of Canada Ltd. Hensall, Ontario.	Complete mobile home for family of four, trailers for other uses.
Industrial Equipment Co. Ltd. Montreal, Quebec.	Industrial trucks, cranes and conveyors.
International Equipment Co. Ltd. Montreal, Quebec.	Industrial trucks, cranes and conveyors.

Laminated Structures Ltd.
Montreal, Quebec.

Special Construction Machines Ltd.
Toronto, Ontario.

Timberland Machines Ltd.
Woodstock, Ontario.

Glued laminated wood roof trusses, arches, beams, roof decking.

Delmag power rammers for earth and concrete tamping; diesel pile drivers.

Tower slewing crane.

GERMANY

Delmag Maschinenfabrik Reinhold Dornfeld
Esslingen.

Krupp-Ardelt GmbH.
Wilhelmshaven.

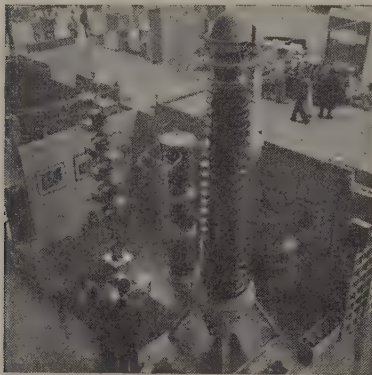
Diesel pile drivers, gasoline-operated earth tampers, explosion rammers.

Universal excavator 25 Ru.

UNITED STATES

Spray Starting Fluid Co.
Camden, New Jersey.

Fast igniting, priming fuel for diesel and gasoline engines under cold and damp conditions.



Electrical Equipment (Industrial), Electronic Tools, Motors

A FLUORESCENT LIGHTING SYSTEM which won a 1955 Design Award for its Canadian maker will undoubtedly attract attention and comment in this section of the Fair. Intended for use in offices, classrooms and stores, the complete optical system consists of a one-piece plastic moulding. Equally up-to-date is another exhibit—a small, compact T.V. camera for viewing industrial processes or other types of operation over a closed circuit. Visitors will be able to see this camera at work.

A veteran exhibitor will return this year with duplex pump alternator controls, supplied for either pump-up or pump-down operations. If the first pump cannot handle the load alone, the control starts up the second; if one pump fails or is shut down, the other will auto-

matically take over the pumping cycle; or if any one of the individual components of the control fail on one pump, the other will start up and function for every pumping cycle.

The British exhibits will include a good deal of equipment for hi-fi reproduction and for telecommunication; the one Danish entrant will bring with him single-phase and three-phase squirrel cage motors. A British Columbia company will exhibit switchboard sections with two and with three air circuit breakers, as well as small pieces of distribution equipment such as potheads, bus supports, and connectors.

Countries exhibiting: Canada, Austria, Denmark, Germany, United Kingdom, United States.

Leading exhibitor: Canada.

CANADA

Bach-Simpson Ltd.
Toronto, Ontario.

Canadian Electric Resistors Ltd.
Toronto, Ontario.

Canadian General Electric Co. Ltd.
Toronto, Ontario.

Canadian Westinghouse Co. Ltd.
Hamilton, Ontario.

Cemco Electrical Manufacturing Co. Ltd.
Vancouver, British Columbia.

Electronic instruments, panel and switchboard instruments, high stability resistor components.

Resistors; power type rheostats; vitreous coated and rotary regulating transformers.

Motors, control devices, motor control centre, capacitors and testing instruments.

Industrial electrical equipment; scientific instruments; aircraft parts.

High and low voltage switchboard, air circuit breakers, distribution equipment.

Cemco Switchgear Ltd.
Granby, Quebec.

Davis Automatic Controls Ltd.
Toronto, Ontario.

National Fibre Co. of
Canada Ltd.
Toronto, Ontario.

Pattern Matchplate Co. Ltd.
Toronto, Ontario.

Pye Canada Ltd.
Toronto, Ontario.

Wilson Lighting & Display
Ltd. J. A.
Toronto, Ontario.

High and low voltage switch-
board, air circuit breakers,
distribution equipment.

Automatic controls, industrial
instruments, level controls,
switches, timers, solenoid valves,
aircraft parts.

Vulcanized fibre, plastic laminates,
gears, fabricated parts, textile
spools, baskets, electrical in-
sulation.

Pressure-cast products.

Industrial television, radios, radio-
communications and telephone
equipment, scientific instru-
ments; P.H. meters; X-ray
goniometers; aircraft acces-
sories.

Commercial and industrial fluores-
cent and incandescent lighting
equipment, luminous lighted
ceilings.

Standard Telephone and Cables
Ltd.
London.

Telecommunication equipment,
telephone, telegraph, radio, tele-
vision; power cables, capacitors,
rectifiers.

UNITED STATES

National Electric Products
Corporation.
Pittsburgh, Pennsylvania.

Steel electrical raceways, conduits,
fittings and accessories.

Farm Implements and Equipment

CZECHOSLOVAKIA

Motokov
Prague.

Agricultural machines, tractors.

Strojexport
Prague.

Pumps.

AUSTRIA

E. Schrack
Vienna.

Electrical switchgear.

Kraus-Naimer
Vienna.

Electrical switchgear.

DENMARK

A/S Titan
Copenhagen.

Single-phase and three-phase
squirrel cage motors.

GERMANY

Ellenberger & Poengen
GmbH.
Nuernberg.

E-T-A miniature circuit breakers;
starting and winding switches;
perlatic insulation tubes.

Jautz, Karl
Plochingen/n-Wurt

Electrical special signal apparatus,
contact devices.

Heidolph Ohg Hans
Schwabach bei Nurnberg.

Fractional horsepower motors;
gears, agitators, turntables,
solder tin.

UNITED KINGDOM

Collaro Ltd.
Essex.

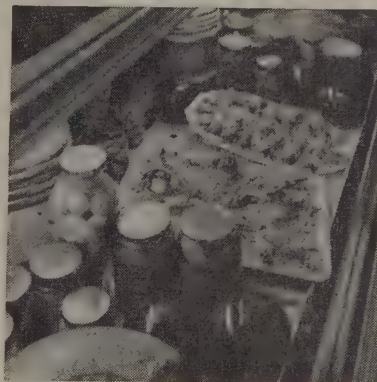
RC-54 record changers, gramo-
phone units, professional turn-
tables, pick-up and cartridges;
high fidelity reproducers, in-
door and outdoor loud speakers,
special transformers.

Goodman Industries Ltd.
Middlesex.

RC-54 record changers, gramo-
phone units, professional turn-
tables, pick-up and cartridges;
high fidelity reproducers, in-
door and outdoor loud speakers,
special transformers.

Redifon Ltd.
London.

Industrial R.G. induction, di-
electric; welding plant; radio
communications; flight simul-
ators; machine tools and equip-
ment; plant machines and com-
ponents.



Food Products, Beverages, Tobacco

CANADIAN AGRICULTURE takes a prominent place among the exhibits of nine countries in this section. The Canadian Flour Export Committee is returning to promote Canadian wheat flour, and a canning company will show a complete line of Canadian-grown and packed fruits and vegetable products—among them two new items, ready-to-serve soups and fruits sweetened with sucaryl.

Among the variety of specialties from other parts of the world will be pralines, spaghetti and chicory from Belgium; artificial sausage casings, "forest seeds" and vegetable seeds from Czechoslovakia; beer from Cuba, brewed from Canadian malt; sauerkraut from Germany, and canned fish from Portugal.

Countries exhibiting: Canada, Belgium, Cuba, Czecho-
slovakia, Germany, India, Portugal, United Kingdom,
United States.

Leading exhibitor: Canada.

CANADA

Adams Distillers Ltd., Thomas New Westminster.	Adams Antique Canadian whisky, Old Rye whisky, Export Canadian whisky, Private Stock Canadian whisky, A-1 Canadian whisky, Silver Fizz London dry gin.
Alberta Distillers Ltd. Calgary, Alberta.	Rock Mount De Luxe Canadian whisky, Special Old Canadian rye whisky, Royal Marine rum, London dry gin, Grey Cup Canadian whisky, Carrington's Reserve Canadian whisky, Bala-laika vodka, Beauquer Canadian liqueurs.
Brading Breweries Ltd. Toronto, Ontario.	Ale, Cincinnati cream lager, porter.
Calvert Distillers Ltd. Montreal, Quebec.	Canadian whiskies, London dry gin, domestic Scotch, imported Scotch, brandy, liqueurs.
Canadian Cannors Ltd. Hamilton, Ontario.	Canned fruits, vegetables, soups, baby foods, frozen foods, jams, jellies, pickles, olives, fruit cake mix, pie fillers and specialties.
Canadian Flour Export Committee Toronto, Ontario.	Wheat flour.
Captain Morgan Rum Distillers Ltd. Montreal, Quebec.	Gold Label rum, Black Label rum.
Labatt Limited, John London, Ontario.	Ales, lager and pilsener.
Macdonald Tobacco Company Montreal, Quebec.	"Export" cigarettes.
Melchers Distilleries Ltd. Montreal, Quebec.	Geneva gins, dry gins, Highland whiskies, rye whiskies, imported Scotch whisky.
Seagram & Sons Ltd., Joseph Montreal, Quebec.	Canadian whiskies, Ancient Bottle gin, White Satin gin, London dry gin, domestic Scotch, imported Scotch, liqueurs.
Spanish-Canadian Trading Ltd. Toronto, Ontario.	Dried fruit, nuts, fresh fruit, sweet oranges, Seville bitter oranges, lemons, fruit juices and concentrates, fruit pulps, canned fruits and vegetables, olive oil, olives, corkboard.
Stier and Company, Adolf Toronto, Ontario.	Canned fish, tinned foods, Swiss, Dutch and Danish cheese.
Walker & Sons, Ltd., Hiram Walkerville, Ontario.	Alcoholic beverages.

BELGIUM

Chocolaterie Jacques Ltd. Eupen.	Chocolate bars, pralines and confectionery.
Chocolate Martougin Borgerhout-Anvers.	Chocolate confectionery, cocoa, pralines.
de Beukelaer Biscuits & Chocolats S.A. Antwerp.	Biscuits, chocolates, wafers, confectionery.
de Beukelaar Bros. Antwerp.	Chicory seed, chicory dried, chicory roasted, chicory ground.
Devos-Lemmens Hoboken.	Pickled vegetables, mayonnaise, mustard, vinegar, sauces.

"De Werkende Bie" Poperinge.

Imperial Products S.A. Antwerp.

Lonka Confectionery Essen.

Martougin Chocolat Borgerhout-Anvers.

Parein Biscuits Antwerp.

Proba Vegetables N.U.C.A. Proba s.a. Westmeerbork.

Soubry S.A., Etablissements Joseph Roulers.

CUBA

Cia Ron Bacardi, S.A. Santiago de Cuba.

CZECHOSLOVAKIA

Centrokomise Prague.

Koospol Prague.

GERMANY

Cana-Handel Schweinsberg.

Holsten-Brauerei Hamburg.

Kuehne, Carl Hamburg.

INDIA

India, Government of Ottawa, Ontario.

PORTUGAL

Fundo de Fomento de Exportacao Lisbon.

UNITED KINGDOM

Buchanan & Co. Ltd., James London.

Dewar & Sons Ltd., John Perth.

Gordon Tanqueray & Co. Ltd. London.

Honeycake.

Products for desserts.

Confectionery, caramels, toffees, bonbons.

Chocolates, confectionery, cocoa pralines.

Biscuits and wafers, cream-filled and chocolate-coated.

Canned vegetables and fruit.

Macaroni, spaghetti, vermicelli, etc.

Rum; Hatuey—Cuban beer from Canadian malt.

Beer, tinned fruit, spirits, mineral spring products, confectionery (sweets).

Malt, vegetable and forest seeds, hops, Prague ham, cutisin (artificial sausage casing).

Lowenbrau beer from Munich, Franconian wines, German champagne, German brandy.

Quality beers.

Prepared mustard, pickles, pickled onions, sauerkraut, mixed pickles, asparagus, vinegar.

Exotic foods, pickles, chutneys, canned fruit, tea, cashews, agricultural products.

Wines, brandies, canned fish, canned meat, canned fruit, olives, coffee, wickerware, cheese.

Black and White Scotch whisky, De Luxe Scotch whisky.

Special Scotch whisky, Ne Plus Ultra Scotch whisky.

Dry London gin, Special Old Tom gin, lemon gin, orange gin, orange bitters, martini

	cocktail, dry martini cocktail, Bronx cocktail, fifty-fifty cocktail, perfect cocktail, Piccadilly cocktail, gimlet cocktail.
Haig & Haig Ltd. Markinch.	Five Star Scotch whisky, Pinch Scotch whisky.
McCallum Ltd., D. J. Edinburgh.	McCallum's Perfection Scotch whisky.
Walker & Sons Ltd., John Kilmarnock.	Red Label Scotch whisky, Black Label Scotch whisky.
White Horse Distillers Ltd. Glasgow.	Scotch whisky.

UNITED STATES

Principal European Products Inc. New York City, New York.	Canned fish, tinned foods.
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Footwear, Leather and Leather Products

THE ELEGANCE OF GOOD LEATHER is used to advantage in the variety of articles included in this section. From Germany there will be modern shoes designed with comfort in mind, and traditional leather shorts, waistcoats and jackets. Belgium and Austria are sending finely-made briefcases, purses, ladies' handbags, portfolios, suitcases, ski boots, manicure kits and travel kits. Czechoslovakia will also be represented in this section. Germany and Belgium are the leading exhibitors.

Countries exhibiting: Austria, Belgium, Czechoslovakia, Germany.

Leading exhibitors: Germany, Belgium.

AUSTRIA

Humanic Heinisch & Mayer-Rieckh K.G. Graz, Steiermark.	Ski boots.
Schulz, Franz Vienna.	Briefcases, purses, ladies' handbags, portfolios, suitcases.

BELGIUM

Jauniaux, Emile Brussels.	Leather goods, manicure sets, travel kits.
Schevenhals Etablissements Brussels.	Leather goods, manicure sets, travel kits.

CZECHOSLOVAKIA

Prago-Export Prague.	Leather goods.
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GERMANY

Medicus-Schuhfabrik GmbH. Nuernberg.	Modern comfort shoes.
United Trading Company GmbH. Frankfurt/M.	Leather goods, Solingen hardware, alarm clocks, hand-cut crystal.
Wagner KG., Emil Heilbronn/a.N.	Leather wearing apparel, leather jackets, leather shorts, leather waistcoats.



Household Furnishings and Appliances, Musical Instruments, Sporting Goods and Toys

BROAD IN SCOPE, this section offers products which cater to many tastes and interests. Among the decorative furnishings for the household are new styles of console tables and floor lamps in Quebec hand-made wrought iron; in the utilitarian class, a heavy-duty frypan which has twice won a Canadian Industrial Design Award and has been shown at several international exhibits. Another newcomer is Beau-Duro coloured, moulded link matting produced by a Canadian company. This matting has a completely different type of link, plus reversible bevel nosings, side nosings and snub ends. It can be custom-built to specifications.

For the car-conscious boy—and what little boy isn't—a United States firm is bringing its toy automobiles to the Fair. Some of these will actually run at different speeds which can be selected by a gear lever; others are powered by a battery and can be operated by remote control. This booth will also have radio cars, construction sets with which the mechanically-minded youngster can build his own car, and for the very little ones, stuffed toys with movable heads.

Part of the 12,300 square feet occupied by this section has been taken by producers of leisure-time equipment. These include shotguns said to be more accurate than the standard type and shown by the Canadian representative of a German maker who has been in the business since the 1750's; Canadian-made sleeping bags, rucksacks, tents and other camping equipment, and low-cost British records—Cameo, Whitehall, Manhattan and Parliament—distributed in Canada by a Toronto firm.

Newcomers in the line of novelties and advertising specialties are a permanent desk calendar and pencil sharpeners decorated with Walt Disney characters, both being shown by a Canadian company. The calendar comes in both plastic and morocco cases, and when the date column is changed the correct weekday appears automatically.

Countries exhibiting: Canada, Austria, Belgium, Czechoslovakia, Germany, India, Italy, Netherlands, Sweden, United Kingdom, United States.

Leading exhibitor: Canada.

CANADA

Abbott of England Ltd. Toronto, Ontario.	Cutlery, kitchenware, giftware.
Beatty Bros. Ltd. Fergus, Ontario.	Electric pumps, barn equipment, electric home appliances, ladders and woodenware.
Canadian Sauer Ltd. Toronto, Ontario.	Shotguns, shotguns with interchangeable shot and rifle barrels, drillings, rifles, over and under shotgun-rifle combinations; air pistols, air rifles, pistols, sporting and target rifles.
Canadian Toy Trading Co. Toronto, Ontario.	Toys, dolls in national costumes, wooden toys and educational toys; novelties and souvenirs.
Den-Va (Canada) Ltd. Toronto, Ontario.	Brushes—hair, cosmetic, paint, household, tooth; protection and ski goggles, optical frames; plastic containers and novelties.
Erwa Co. Toronto, Ontario.	Novelties.
Gilchrist Ltd., R. C. Toronto, Ontario.	Music systems for homes, offices, factories, hotels and restaurants.
La Hutte Canadienne Montreal, Quebec.	Camping material specialties; rucksacks, sleeping bags; saws, tables, cooking sets.
MacEachern Ltd., Gordon A. Toronto, Ontario.	Soaps, waxes, floor finishes, floor machines, mats, matting, mopping equipment.
Nylomat Ltd. Montreal, Quebec.	Automatic circular dry shaving razor.
Ontario Store Fixture Co. Toronto, Ontario.	Bentwood chairs, office chairs, household chairs, hotel and restaurant chairs.

Solitaire Recording Co. Ltd.
Toronto, Ontario.

Supreme Aluminum Industries Ltd.
Toronto, Ontario.

A La Vieille Forge Enr'g.
St-Cesaire, Quebec.

AUSTRIA

Anger, Wilhelm K.G.
Traun bei Linz.

Elwe, Elektrotechnische
Tyrol.

Indra's Wwe., Carl
Vienna.

Korbuly, Johann
Pfaffstatten.

Neuzeughammer
Messrr-und Stahlwarenfabrik
Ges m.b.H., Neuzeug nr. Steyr.

Otto, Rudolf
Vienna.

Payer-Lux
Graz, Steiermark.

Tiroler Maschinenbau und
Holzindustrie GES. M.B.H.
Kufstein, Tyrol.

BELGIUM

Cerabel
Beaufour.

Donnay Sporting Goods
Couvain.

Jamart & Co.
Liege.

Royal-Nord
Ets. Hufkens Freres
Hasselt.

Van Den Bogaerde Ltd.,
G. A.
Gand.

CZECHOSLOVAKIA

Artia
Prague.

Motokov
Prague.

Prago-Export
Prague.

GERMANY

Flohr & Co.
Berlin.

Gutsche, Hermann
Berlin-Neukoln

Phonograph records — Cameo, Whitehall, Manhattan and Parliament.

Aluminum cooking utensils; aluminum circles, sheet, strip and rectangles.

Art metalwork, furniture, mirrors, lamps, ashtrays, candlesticks, giftware, console tables.

Spectacles, goggles.

Piston-operated Espresso coffee machines and accessories for cafes, restaurants, hotels, boarding houses, drug stores.

Picture frames.

Matador toy construction sets.

Stainless cutlery, kitchen knives, pocket knives, hunting knives, tradesmen's knives.

Oil paintings and watercolours.

Electric shaver Payer-Lux Model 54.

Small-calibre hunting and target shooting rifles.

Earthenware table sets for home, hotel and restaurant.

Sporting goods.

Hammerless double-barrelled sporting guns.

Bicycles for men, women and children; motorcycles.

Picture frames, picture frame mouldings, ovals and circles, wooden ornaments.

Records, standard and long-playing, mechanical gramophones, magnetophonic tapes.

Electro-gas equipment, household furnishings.

Toys, sporting goods.

Picture frames.

Musical instruments

Hartmann, Franz
Berlin-Nikolassee.

H. F. Wekstätten Fraenkel
Berlin.

Janacek, Rudolf
Berlin-Spandau.

J. P. Sauer & Sohn A.G.,
Duesseldorf.

Jurgensen & Co., Arnold H.
Hamburg.

Kleinschmidt, Werner
Berlin Zehlendorf.

Kunststudio Klewer
Berlin.

Kunstwerkstatte Rosel, Inh.
Kath
Berlin-Halensee.

Phoenix Naehmaschinen Ag.
Baer & Rempel
Bielefeld.

Roskopf, Marcel Rene
Berlin-Schmargendorf.

Rupprecht, Christel
Berlin-Spandau.

Schauer C. Nachf
Berlin.

Schulz, Dieter
Berlin.

Skrip, Paul
Berlin-Spandau.

Wagner, August, Vereinigte
Werkstätten für Mosial Und
Glasmalerei
Berlin-Neukolin.

Walther o.H.G., Carl
Ulm/Donau.

Enamel objets d'art.

Iron objets d'art, iron statues.

Brass and copper ashtrays and
candle holders.

Shotguns, shotguns with inter-
changeable shot and rifle bar-
rels, drillings, rifles, over and
under shotgun-rifle combina-
tions.

Sporting rifles, hunting knives,
fishing tackle, telescopic sights,
advertising novelties.

Mirror paintings.

Interior decorating and lighting.

Coffee pot doilies.

Phoenix sewing machines for
home, trade and industry.

Miniature tank models.

Christmas tree decorations, candle
holders, Christmas angels.

Crackers.

Lighting fixtures.

Wood carvings.

Mosaics and glass paintings.

Air pistols, air rifles, pistols,
sporting and target rifles.

Handicrafts, silver jewellery,
carved wooden furniture,
ivories, brassware, bidri and
stoneware.

Espresso coffee machines for
bars and home.

Bentwood chairs, office chairs,
household chairs, hotel and
restaurant chairs.

Electric vacuum cleaners.

Vacuum cleaners, vegetable mach-
ines, cattle cleaners, lamps,
blankets, blouses, cocos car-
pets, sisal carpets, rugs.

SWEDEN

Husqvarna Vapenfabriks
Akteibolag
Husqvarna.

Domestic and industrial sewing
machines.

UNITED KINGDOM

Ensee (Cutlers) Ltd.
London.

Cutlery, kitchenware, giftware.

Joseph Limited, N. C.
Stratford-on-Avon.

Embossed and chrome-plated
aluminum teapots, percolators,
trays and cooking utensils.

Lee & Wigfull (Sheffield) Ltd.
Sheffield.

Cutlery, kitchenware, giftware.

Medway & Co., A. E.
London.

Cutlery, kitchenware, giftware.

Nutbrown Ltd., Thos. M.
Blackpool.

Cutlery, kitchenware, giftware.

Royal Crown Derby Porcelain
Co. Ltd.
Derby.

Fine English bone china, includ-
ing dinnerware, figurines, cut-
lery, giftware.

UNITED STATES

Baldwin Piano Co.
Cincinnati, Ohio.

Baldwin acrosonic and Hamilton
pianos; Baldwin and Orga-sonic
electronic organs.

Geerpres Wringer, Inc.
Muskegon, Michigan.

Complete line of mopping equip-
ment including wringers, tanks
and outfits.

Schuco Toy Co. Inc.
New York, New York.

Schuco mechanical and battery-
operated toys, stuffed toys with
movable heads.

INDIA

India, Government of
Ottawa, Ontario.

ITALY

Gaggia, S.r.L. Brevetti
Milano.

NETHERLANDS

Erven & Co. Meubelfabriek
Oirschot.

Meterfabriek
Dordrecht.

Ponsen's Trading Co.
Amsterdam.



One of the most celebrated doll-makers in Japan brought some of her creations to last year's Fair and quite naturally won the interest and attention of thousands of CITE visitors.



Institutional Exhibits

ARE YOU INTERESTED in studying where you can best locate a branch plant in Canada or in finding out how the achievements of modern research can be applied to your business? Or have you a special concern with the products of any one of sixteen countries, or with better design in manufactured goods, or with faster shipping service to certain areas? The many exhibits in this category constitute a unique and interesting group, well arranged to answer these and many other questions.

Take research, for example. The Ontario Research Foundation is reserving space to demonstrate how scientific research can be used to increase sales. The exhibit will include samples of a ceramic material, fire-resistant, which has been developed from a waste product of the rice-milling industry. Equally worthy of attention will be a demonstration of how to control the density of steel by means of a new process discovered by the Foundation.

Last fall the United States Department of Commerce embarked on a program of participation in foreign international fairs. The CITF was included in this program and the Department's booth will concentrate on telling foreign firms how they can best do business in the United States. This same section will contain an international exhibitor—the World Bank. A few moments spent looking at this display will give the visitor a concrete idea of how and in what countries World Bank loans are being put to use. It will also give pointers on how to apply for such a loan.

Among the Canadian exhibitors will be Atomic Energy of Canada Ltd., showing some of the many commercial uses of radioactive materials and accessories. The company also invites manufacturers to submit problems of materials flow, precise measurement, biological or chemical tracing, etc., to its experts for solution.

The foreign exhibitors in this section lend colour and variety to the Fair—wines from Spain, batiks from

Indonesia, handicrafts from India, linens from Ireland—all these and more will be attractively and carefully presented. Argentina is a newcomer in this group.

Countries exhibiting: Canada, Argentina, Belgium, Colombia, Denmark, Finland, Germany, Hong Kong, India, Indonesia, Ireland, Japan, Korea, Netherlands, Norway, Spain, Sweden, United Kingdom, United States, World Bank.

Leading exhibitor: Canada.

CANADA

Atomic Energy of Canada Ltd. Ottawa, Ontario.	Radioactive materials and accessories for industry, research and medicine.
British Columbia, Province of Victoria, British Columbia.	Pictorial and statistical exhibit of British Columbia industries and scenic attractions.
Canadian Inventive and Scientific Associates Ltd. Toronto, Ontario.	Inventions, patents, new processing methods, new products.
Central Mortgage and Housing Corporation Ajax, Ontario.	A planned community for new industry.
City of Salaberry de Valleyfield Valleyfield, Quebec.	Industrial facilities.
City of Victoriaville Victoriaville, Quebec.	Pictorial exhibit describing industrial facilities.
Grosvenor Estates, The Annacis Industrial Estate Vancouver, British Columbia.	A planned industrial community with fully serviced sites and factories for rent.
Halifax, City of Halifax, Nova Scotia.	A progressive city, Canada's year-round port and ocean playground.
Hull, City of Hull, Quebec.	Unique industrial centre, lowest electrical rates, excellent labour, transportation facilities.
Latin American Canadian Trading Ltd. Toronto, Ontario.	Export, import, manufacturing rights, Canadian subsidiaries.
National Harbours Board Ottawa, Ontario.	Graphic display showing National Harbours of Canada.
National Industrial Design Council Ottawa, Ontario.	NIDC awards 1955 for outstanding designs in Canadian products.
National Research Council Ottawa, Ontario.	Inventions arising from research and available for licensing to manufacturers.
Newfoundland, Province of St. John's, Newfoundland.	Products of Newfoundland.
New Brunswick, Province of Fredericton, New Brunswick.	Industrial, trade and tourist information.
Niagara Falls Industrial Committee Niagara Falls, Ontario.	Industrial sites and information.
North Halton Urban Board Acton, Ontario.	Industrial promotion.
Ontario Research Foundation Toronto, Ontario.	Industrial research facilities and apparatus developed to promote industrial progress.
Orillia, Town of Orillia, Ontario.	Industrial promotion.
Port of Toronto Toronto, Ontario.	Complete shipping services by water, road and rail; airport facilities.

Quebec, City of
Quebec, Quebec.

Quebec, Province of
Quebec, Quebec.

Saskatchewan, Province of
Regina, Saskatchewan.

Sherbrooke, City of
Sherbrooke, Quebec.

St. Catharines Junior and
Senior Chambers of Commerce
St. Catharines, Ontario.

St. Catharines Industrial
Commission
St. Catharines, Ontario.

Sun Life Assurance Co.
of Canada
Montreal, Quebec.

Technical Service Centre
for Tin
Toronto, Ontario.

Telephone Answering Service
Ltd.
Toronto, Ontario.

Thetford Mines, City of
Thetford Mines, Quebec.

Township of Toronto
Cooksville, Ontario.

Trois Rivières, City of
(Three Rivers)
Trois Rivières, Quebec.

ARGENTINA

Government of Argentina
Buenos Aires.

BELGIUM

Belgian Foreign Trade Office
Brussels.

Belgian Ministry of Economic
Affairs
Brussels.

COLOMBIA

Flota Mercante Grancolombiana S.A.
Bogotá.

DENMARK

Danish Government Committee
on Exhibitions Abroad
Copenhagen.

Because of its proximity to the new Quebec developments, (Ungava) and to the St. Lawrence Seaway, the old capital is fast becoming the young industrial centre of tomorrow.

Quebec, the province which offers the greatest opportunities for industrial expansion.

Clearing-house for all trade inquiries related to Saskatchewan and its business centres.

Products, manufacturing facilities and industrial advantages of the city of Sherbrooke.

Promotional exhibit.

Promotional exhibit.

Information booth.

Technical assistance and advice to Canadian industry on uses of tin.

Telephone answering service and airphone; two-way radio message service.

Industrial promotion and tourist information.

Sales promotion for fully serviced industrial sites in the township.

Industrial facilities in the heart of Eastern Canada's market.

Electric motors, propulsion motors, light metallurgical industry; canned meat and meat by-products; canned fish; wines; fine leatherwork, hides; wool and suitings.

Information on Belgian import and export trade.

Organization of the private branches of the Belgian participation.

Regularly scheduled fast freight services from eastern Canadian and U.S. ports direct to principal ports in Colombia and Ecuador.

Information bureau.

Danish Textile Manufacturers Association
Copenhagen.

FINLAND

Government of Finland
Helsinki.

GERMANY

German Central Tourist Association
Frankfurt/m.

German Trade Information Centre
Habsburgerring.

Nordwestdeutsche Ausstellungs-Gesellschaft mbH.
Dusseldorf.

Poseidon Lines
Hamburg.

HONG KONG

Hong Kong Government
Hong Kong.

INDIA

India, Government of
Ottawa, Ontario.

INDONESIA

Indonesia, Republic of
Djakarta.

IRELAND

Coras Tractála Teo
Dublin.

JAPAN

Japan Travel Promotion Association
Tokyo.

KOREA

Republic of Korea
Seoul.

Textile information.

Information booth.

Tourist publicity material.

Pamphlets and posters.

Information booth.

Fast freight and passenger service between Hamburg, Bremen, Rotterdam and Antwerp to Canadian ports of Quebec, Three Rivers, Sorel and in trans-shipment to the Great Lakes. Winter service to Saint John, N.B., and Halifax, N.S.

A wide range of products from Hong Kong's 2,500 factories.

Textile products, carpets and upholstery, food products, handicrafts.

Arts and handicrafts, batiks (hand-painted and printed), coconut products, coffee fibres, hides, Kapok, palm oil, pepper, quinine, rubber, spices, sugar, tapioca, tea, tin, tobacco, wood products.

Products of Ireland.

Complete information for tourists and travellers to Japan.

Korean art goods, lacquerware, pottery, brass utensils and bamboo products.

NETHERLANDS

Holland-Amerika Lijn
Rotterdam.

Netherlands Foreign Trade
Service
The Hague.

Oranje Lijn
Rotterdam.

Transatlantic services.

Economic information about the
Netherlands, trade information
and commercial addresses.

Fast passenger and freight service
between continent, Canada and
Great Lakes.

NORWAY

Norges Varemesse
Oslo.

Norwegian Export Council
Representative
New York, N.Y.

Trade information, samples.

Trade information, samples.

SPAIN

Spain, Government of
Madrid.

Cork, leather goods, handicrafts,
dolls, guns, china, tiles, wines,
shoes.

SWEDEN

General Export Association
of Sweden
Stockholm.

General information on trade
with Sweden and especially on
Swedish products.

UNITED KINGDOM

United Kingdom Board of
Trade
London.

Information on British export
trade.

UNITED STATES

U.S. Department of Commerce
Washington, D.C.

Trade information counter for
consultation on export-import
trade and investment relations
with the United States, registry
of United States and foreign
businessmen for direct refer-
ence to each other.



Jewellery, Silverware, Glass and Ceramics

WORLD-FAMOUS NAMES—Waterford crystal, Royal Crown Derby porcelain, Dresden china, Czechoslovakian glassware—will add their lustre to the collection of artistic and useful objects in this section. Among other products to be exhibited are ivory and wood carvings, brassware, clocks, art metalwork, precious and semi-precious stones, crystal chandeliers, and Christmas tree ornaments.

Ireland's display of its unique Waterford crystal will include table services, bowls, vases and dressing table sets, some of them in entirely new designs. Since its introduction at the CITF in 1953, Waterford crystal has been on sale in all the best stores throughout

Canada. England's Royal Crown Derby porcelain needs no introduction—it has been treasured in homes throughout the world for many years. Equally valued is Czechoslovakia's famous Bohemian glass, previously exhibited in the 1950 Fair. The familiar dainty Dresden china figurines and other china from the province of Thuringia in Germany are newcomers to the CITF.

O. Romagnoli, of Florence, will be showing Italian mosaic work and hopes to have his wife demonstrate this intricate craft. Some fourteen other Italian exhibitors have taken space. The listings arrived too late to include in this issue, but these firms will display products ranging from green glass, stained glass and alabaster to dolls and leather goods. The German listings will be augmented by exhibitors of wood carvings, glassware, raffia work, and mosaic plaques.

Countries exhibiting: Canada, Austria, Belgium, Czechoslovakia, Germany, Ireland, Italy, Poland, Portugal, Spain, United Kingdom.

Leading exhibitor: Germany.

CANADA

Aladdin Oriental Antiques
Montreal, Quebec.

Orient handicrafts and jewellery.

English Clocks Ltd.
Toronto, Ontario.

Travel, alarm, desk, boudoir and
specialty clocks.

Eska Trading Company
Montreal, Quebec.

Genuine damascene ware, hand-
engraved smoked silver jewel-
lery, semi-precious stones, cul-
tured pearls, etc.

India Crafts Company
Montreal, Quebec.

Rensie Clocks (Canada) Ltd.
Toronto, Ontario.

Semca Clocks (Canada) Ltd.
Toronto, Ontario.

Unimek Trade Co.
Toronto, Ontario.

Yak Trading Company Canada
Montreal, Quebec.

AUSTRIA

Acksteiner, Harry
Linz-Donau.

Brditschka & Co.
Anselden.

Eggeling & Co., Franz
Vienna.

Hofer & Sohn, Thomas
Vienna.

BELGIUM

Verreries de Luxe A. Landraf
Boussu lez Mons.

Wiskeman, Bruno
Brussels.

Wolfers Freres
Brussels.

CZECHOSLOVAKIA

Artia
Prague.

Czechoslovak Ceramics
Prague.

Glassexport
Prague.

Jablonex
Jablonec.

GERMANY

Ausfuhrforderungsstelle des
Zentralverbandes des Deut-
schen Handwerks
Hannover.

Ivory and wood carvings, brass-
ware, filigree jewellery, em-
broidered handbags, exclusive
large items from India.

Travel, alarm, desk, boudoir and
specialty clocks.

Travel, alarm, desk, boudoir and
specialty clocks.

Dresden china and Thuringian
glass and china; household and
decorating china.

Oriental jewellery, leather goods
and other handicrafts.

Gablonz-type costume jewellery,
musical toys.

Imitation pearls and costume
jewellery.

Glass Christmas-tree ornaments,
table decorations.

Imitation pearls and costume
jewellery.

Tchecover hand-blown and hand-
decorated glassware, exclusive
designs; giftware, tableware,
tchecoslovakian methods, made
in Belgium.

Silver tableware, cutlery, candle-
sticks, chandeliers, tea sets,
vases, hotel equipment and
supplies.

Silver tableware, cutlery, candle-
sticks, chandeliers, tea sets,
vases, hotel equipment and
supplies.

Jewellery; articles of precious,
semi-precious and synthetic
stones; playing cards, books,
periodicals; records, standard
and long-playing; mechanical
gramophones, magnetophonic
tapes.

Ornamental china and earthen-
ware.

Laboratory and technical glass,
illuminating glass, lead crystal,
kaliglass, crystal chandeliers,
pressed domestic glass.

Metal jewellery and glass jewel-
lery, imitation stones, glass
buttons, Christmas tree orna-
ments, Christmas tree decora-
tions.

Jewellery, silverware, glass, cera-
mics.

Beleton
Berlin-Neukoelin.

Blachian-Antik-Schmuck
Bavaria.

Burchgart, Gunter
Berlin-Frohau.

Dia-Glas-Keramik
Berlin.

Faber & Schumacher
Duisburg.

German Arts and Crafts Export
Service
Cologne.

Porzellanfabrik, Cortendorf,
Julius Griesbach
Coburg, Cortendorf.

Reu & Co. Fritz
Heubach/Wurt.

Trumpf & Co.
Stutt-Welimdorff.

Verein für Kunsthandwerk
Berlin-Charlottenburg (West).

IRELAND

Waterford Glass Co. Ltd.
Waterford.

ITALY

Romagnoli, O.
Florence.

POLAND

Estrex (Canada) Ltd.
(Minex, Warsaw, Poland)
Montreal, Quebec.

PORTUGAL

Fundo de Fomento De
Exportacao
Lisbon.

SPAIN

Commercial Bremer Ltd.
Madrid.

UNITED KINGDOM

Hitchins (1932) Ltd., W.
London.

Schwingen musical instruments.

Sterling jewellery and gift articles,
crucifixes, objets d'art, antique
reproductions.

Kis dolls (cloth).

Dresden china and Thuringian
glass and china; household and
decorating china.

Enamelled souvenir, advertising
articles; artistic giftware, bronze
and brass.

Sponsoring exhibits by a number
of firms showing wood and
ivory carving, table covers and
hand-woven cushions, glass-
ware, mosaic plaques, raffia
work, ceramics, leatherwork,
gold and silver work.

Ceramics (earthenware) novelties,
crucets, figures, animals, bowls,
jampots, bottles.

Enamelled souvenir, advertising
articles; artistic giftware, bronze
and brass.

Trumpf curve, cutting-out and
nibbling shears, electric hand
shears.

Arts and crafts, musical instru-
ments, jewellery, crackers.

Lead crystal, cut and engraved
glassware.

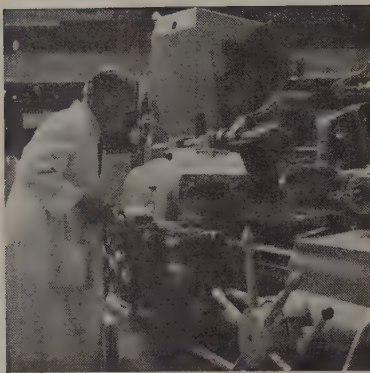
Italian handicrafts, art metal
work, costume jewellery, novel
ties.

Glass, cement, chinaware, cera-
mics, building and insulation
materials.

Clocks, silverware, filigree, cera-
mics, glassware, embroideries.

Handicrafts, typical Spanish
jewellery, ceramics, rugs, fans,
toys and gift articles.

Picture-decorated woodware, cig-
arette boxes (musical), table-
mats, trays, waste tidies.



Machine Tools and Equipment, Woodworking Machinery

THE TEN COUNTRIES which have reserved space in this busy section of the CITF will present machine tools of many types plus specialized woodworking machinery (much of which comes from Sweden) and other equipment. Canada leads in this category, followed closely by the United Kingdom and Italy.

Among the planned displays in this classification are the following:

- A high-speed, automatic lift hacksawing machine, made to meet the need for a small, sturdy machine to cut quickly and economically. Speed is 75 to 100 strokes per minute and it will handle material up to 7½ to 10 inches in diameter.

- A new preoptive combination turret lathe with heavier headstock and larger motor.

- A Cardiff lathe with a 15-inch swing, incorporating several changes in design to cater to Canadian and American preferences. The operating handwheel on the apron, for instance, has been changed to the left hand and the half-nut engaging lever and the thread chasing dial moved to the right hand.

- A range of marking machines for applying decorations, wording, trade-marks or other designs to products of metal, plastic, rubber, leather, wood, fabric, glass, cardboard or paper.

- Italian-made machine tools for use in motor car repair shops.

- A horizontal boring machine with a travelling spindle and automatic facing head.

Countries exhibiting: Canada, Austria, Belgium, Czechoslovakia, France, Germany, Italy, Sweden, United Kingdom, United States.

Leading exhibitor: Canada.

CANADA

Acme-Bertram Machine Tools Ltd.
Toronto, Ontario.

Alison Machinery Co. Ltd.
Toronto, Ontario.

Bertram & Sons Co. Ltd., John Dundas, Ontario.

Blow Press Ltd.
Acton, Ontario.

Burnett Machinery (Canada) Toronto, Ontario.

Canadian Copco Ltd.
Dorval, Quebec.

Canadian M.S.E. Ltd.
Toronto, Ontario.

Canwoodma Machinery Corp. Ltd.
Toronto, Ontario.

Churchill (Canada) Ltd.
Charles
Toronto, Ontario.

Ferro-Machinery Co.
Toronto, Ontario.

Giles Tool Agencies
Toronto, Ontario.

Gross Machinery & Supply Co. Ltd.
Toronto, Ontario.

International Machinery Co. Ltd.
Hamilton, Ontario.

Modern Tool Works Ltd.
Toronto, Ontario.

Pathex (Canada) Ltd.
Toronto, Ontario.

Petrie Ltd., H. W.
Toronto, Ontario.

Pneuma-Serve Ltd.
Toronto, Ontario.

Rex Machine Tool Co.
Toronto, Ontario.

Roberts Machinery & Supplies, H. H.
Toronto, Ontario.

Rudel Machinery Co. Ltd.
Montreal, Quebec.

Ryder Machinery Co. Ltd., J. H.
Toronto, Ontario.

Machine tools, small tools, diesel engines, gauges and gauging equipment.

Machine tools and cutting tools; gauges, hand tools and equipment; hoists; aviation parts.

High speed and carbide tools; gauges, jigs, fixtures; special equipment.

Punch presses, automatic high-speed punch presses.

Turret lathes, engine lathes, special profiling and copying attachments.

Air compressors, rock drills, drill steels, compressed air tools.

Specialized precision, production and inspection equipment; laboratory and research centrifuges, microtomes, homogenizers, etc.

Woodworking machinery, equipment for the plywood, veneer and lumber industries; hand tools and equipment, small-ware.

Machine tools, small tools, gauges, mill supplies and measuring equipment.

Woodworking machinery, saw-mill equipment, machine tools, block-making machinery.

Devcon plastic steel, a substance which hardens at room temperature into metallic mass.

Machine tools, vertical or horizontal milling machines; engine lathes, turret lathes; grinding machines—rotary, surface, tool and cutter, etc.

Machine tools, mill supplies, materials handling equipment, die sets.

Machine tools, plant machinery, and components.

High-quality machine tools.

Complete line of machine tools; metalworking machinery; wood-working machinery and supplies; gauges; fan and exhaust systems; materials handling equipment; electrical equipment.

Portable pneumatic screw feeder and roll-form steel channel.

Machine tools and equipment; woodworking equipment.

Machine tools, small tools, accessories.

Machine tools and equipment, woodworking equipment.

Radial drilling machines.

Standard Machine and Tool Co. Ltd.
Windsor, Ontario.

Sykes Tool Corporation Ltd.
Toronto, Ontario.

Taymouth Industries Ltd.
Toronto, Ontario.

Town & Sons Ltd., Frederick
Halifax, Nova Scotia.

Wheatley Manufacturing Ltd.
Windsor, Ontario.

Williams Machinery Co. Ltd.,
A. R.
Toronto, Ontario.

Wilmod Co., Plastics Division
Toronto, Ontario.

AUSTRIA

Kaerntnerische Eisen &
Stahlwerks A. G.
Vienna.

Schiesel & Co.,
Ges.m.bH.,
Vienna.

Zuckermann, K. G.
Vienna XVIII.

Lipowsky, Franz
Vienna.

Maier and Company.
Hallein.

BELGIUM

Danckaert Woodworking
Machines
Brussels.

Demoor, S. A. Atelier
Brussels.

Imperia, S.A.
Nessonvaux-lez-Liege.

Pegard S.A., Ateliers Marcel
Andenne.

CZECHOSLOVAKIA

Czechoslovak Ceramics
Prague.

Motokov
Prague.

Strojexport
Prague.

FRANCE

Comité Permanent des Foires
a l'Etranger
Paris.

Hydraulic drilling machines, Pre-
cimax fine boring machine,
electro-arc metal disintegrator,
John S. Barnes hydraulics.

Gear-cutting machines and tools;
general machine tools, in-
cluding woodworking machin-
ery.

Portable pneumatic screw feeder
and roll form steel channel.

Radial drilling machines.

All-steel die sets and diemakers'
accessories.

Information about machine tools.

Plastic injection moulding mach-
ines, extrusion machines,
moulds, dies and accessories.

Milling cutters, end mills.

Multi-purpose milling machines
MFU 3, Hand lever milling
machine KF 3.

Woodworking machines; carpen-
ters' machinery; three and four-
side planers; special shoe last
and shoe heel manufacturing
machines; parquetry machines.

Circular and band saw blades.

Quick-change drill chucks.

Woodworking machinery.

Lathe with hydraulic screw-
cutting attachment with auto-
matic cycle of operation.

Tool and cutter grinder, carbide
tool grinder.

Precision machine tools.

Grinding wheels.

Equipment for workshops.

Machine equipment.

Machine tools and equipment

GERMANY

Association of German Mach-
inery Manufacturers
Dusseldorf-Oberkassel.

Belzer-Werk
Wuppertal-Cronenberg.

Binder K.G., Wilhelm
Schwarzwald.

Blohm, Robert
Hamburg-Bergedorf.

Bohle KG., Reinhard
Bielefeld.

Brackhaus Sohne
Plettenberg-Osterau.

Erma Maschinenfabrik
Fulda.

Froriep GmbH.
Maschinenfabrik
Rheydt-Rheiland.

Hartex GmbH.
Berlin-Marienfelde.

Hesmer, Karl
Werdohl-Kleinhammer.

Hugo Stinnes Industrie und
Handel GmbH.
Mulheim-Ruhr.

Johannsen, Maschinenfabrik,
Hans
Battenberg-Eder.

Kordt & Co.
Eschweiler.

Lade, Werkzeugfabrik, Herman
Wurttemberg.

Maschinenfabrik Froriep
GmbH.
Rheydt/Rhld.

Maschinen-und Geratebau
GmbH.
Berlin-Reinickeendorf.

Merklinger Maschinenfabrik
GmbH.
Leonberg.

Muhr und Bender
Attendorn-Westfalen.

MSO—Maschinen-und Schleif-
mittelwerke AG.
Offenbach-Main.

Rueckle K.G., Herman
Esslingen (Neckar).

Ruester, o.H.G., Hans
Wurttemberg.

Ruggeberg, August
Marineheide-Rheinland.

Sassex-Werkzeug GmbH.
Erackwede-Westfalen.

Scharmann & Co. GmbH.
Rheydt.

Schuetz, Alfred H.
Kohn-Deutz.

Sigloch & Schrieder,
Maschinenbau
Stuttgart-Zuffenhausen.

Pamphlets and posters.

Automotive, industrial and avia-
tion tools.

Permanent and electro-magnetic
chucks.

Precision horizontal surface grind-
ing machines, vertical tool and
cutter grinder.

Universal milling machine.

Vises.

Automatic grinding machines for
straight knives up to 25 ft.
length.

Vertical turret lathe.

Universal hydraulic cylindrical
grinding machine 1020.

Lathe centers.

Machines of all kinds.

Abrasive belt sander; belt sander.

Thread gauges.

Drill vises.

Machine tools, plate-working
machines.

Jerweg milling machine; down-
cut and conventional milling.

Guillotine plate shears, plate-
bending machines, folding
machines, press brakes.

Hand and power operated shear-
ing and punching machines,
universal ironworkers.

Cylindrical production grinders,
abrasive wheels; universal grind-
ing machines, thread grinders.

Vises and circular tables.

Sliders, sinkers, jacks.

Flexible shaft machines, pneu-
matic grinders, rotary cutters,
grinding wheels.

Keyless drill chucks.

Horizontal table and floor-type
borers from 2½" to 5" spindle.

Multi-spindle automatics; univer-
sal tool and cutter grinders.

Automatic multi-spindle drill
heads.

Trumpf & Co.
Stuttgart-Weilimdorf.

Volimer-Werke GmbH.
Biberach/Riss (Wurtt).

Wagner, Gustav
Reutlingen.

Weisser & Co. KG.
Heilbronn-Neckar.

Webo Gemeinschaft West-
deutscher Bohrmaschinen-
fabriken GmbH.
Dusseldorf.

Wienand, Karl
Aschaffenburg.

ITALY

Bertoni & Cotti
Copparo (Ferrara).

Caser-Casati Ernesto & Figli
Pavia.

Ceruti Off. Meccaniche
Milano.

Conti Luigi & C.
Malnate (Varese).

Di Palo & C. Ing.
Torino.

F.A.M.A.
Bolzano.

Fiamme-Officine Meccaniche
S.p.A.
Genova.

Fiat-Gestione Macchine
Utensili
Modena.

Ficep-Fabrica Ital.
Cesoie & Punzonatrici
Gazzada Schianno (Varese).

Trumpf curve, cutting-out and
nibbling shears, electric shears.

Saw-sharpening machines, tooth-
setting machines, saw-swaging
machines.

Semi-automatic circular cold saws,
circular saw-blade sharpening
machines.

High-speed engine lathes.

Drilling and tapping machines.

Vernier gauges.

Machine tools for motor car
repair shops.

Drilling machines.

Boring machines.

Boring machines.

Milling machines.

Log saw, woodworking machine.

Drilling machine.

Drilling machine.

Shearing machines.

Gatti & C.
Torino.

Grazioli Officine Meccaniche
Milano.

Induma-Industria Lombarda
Macchine Attrezzamenti
Milano.

Istituto Nazionale per 11
Commercio Estero
Rome.

Mariani Romildo—Officine
Meccaniche
Milano.

Maserati Officine Alfieri S.p.A.
Modena.

Minganti Giuseppe & C.S.p.A.
Bologna.

Morando F. Lli & C.
Officine Meccaniche S.A.
Torino.

Morini & Bossi
Milano.

Olivetti Officina Meccanica
Torino.

Tovaglieri & C.S.p.A.
Busto Arsizio.

Zocca Gaetano & C. Officine
Camerlata.

U.C.I.M.U.
Unione Costruttori Italiani
Macchine Utensili
Milano.

SWEDEN

Ari Sawmill Machinery
Ornskoldsvik.

Bolinder Munktell
Eskilstuna.

Grinding machines, planing mach-
ine, lathes.

Milling machine, lathes.

Milling machines.

Machine tools.

Presses, shearing machine.

Milling machines.

Lathe and vertical jig boring and
milling machine.

Lathes.

Gear-cutting machines, grinding
machines, threading machines.

Grinding machines.

Lathe.

Grinding machines.

National Machine Tools Builders
Association information booth.

Hydraulic slab resaws and cir-
cular sawmill machinery, log
hauls, conveyors, etc.

Sawmill machinery, stickers,
moulders, etc.; Swedish gang-
saws and complete mills.



Dr. Erhard to Open the Fair

On the invitation of the Canadian Government, Dr. Ludwig Erhard, Minister of Economic Affairs for the Federal Republic of Germany, will come to Canada to open the Eighth Canadian International Trade Fair on May 30th. A student of economics and politics, a professor, a staunch believer in the free enterprise system, Dr. Erhard has played an important part in the postwar revival of German trade and industry.

Born in Bavaria 58 years ago, he studied at the universities of Nuremburg and Frankfurt, received his doctorate in political science, and later taught both economics and sociology. After the war he became Minister of Economics in his native Bavaria and was named chairman of the special agency which prepared the plans for the currency reform of 1948. In 1948-49 he served as director of the Bizonal Economic Administration in Frankfurt. Elected to the Federal Bundestag in 1949, he entered Chancellor Adenauer's Cabinet as Minister of Economic Affairs, a post which he has held ever since. He still, however, finds time to continue his interest in teaching by lecturing to the students at the University of Bonn.

Fjeliman Engineering Works
Mariestad.

Stenbergs Machinery
Stockholm.

Stridsberg Steel Mills
Trollhattan.

Waco Woodworking Machinery
Halmstad.

UNITED KINGDOM

Archdale & Company Ltd.,
James
Birmingham.

Associated British Machine
Tool Makers Ltd.
London.

Bar-Mar (Sales) Ltd.
London.

Baty & Co. Ltd., J. E.
London.

Brown & Ward (Tools) Ltd.
Walsall.

Burnard & Co. Ltd., F.
London.

Butler Machine Tool Co. Ltd.
Yorkshire.

Churchill Machine Tool Co.
Ltd.
Manchester.

Colchester Lathe Co. Ltd.
Essex.

Elliott & Co. Ltd., B.
London.

Foster, Yates & Thom Ltd.
Blackburn.

Herbert Ltd., Alfred
Coventry.

Kendall & Gent Ltd.
Manchester.

Lang & Sons Ltd., John
Renfrewshire.

Masson Seeley and Co. Ltd.
London.

Mills & Co. (Llanidloes) Ltd.,
John
Llanidloes.

Murray Ltd., H. D.
Middlesex.

Parkinson & Son (Shipley)
Ltd., J.
Yorkshire.

Richards & Co. Ltd., George
Manchester.

Hydraulic presses for various
applications; laminating presses,
goose-neck presses.

Power feeders, combination mach-
ines, grinders and general
woodworking machinery.

Quality tools of Swedish steel;
veneer knives, saws, etc.

Shapers, bandsaws, jointers, plan-
ers, moulders, routers, cut-off
saws, rip saws, etc.

Vertical, radial, multi-spindle drill-
ing machines; horizontal, uni-
versal, vertical drilling mach-
ines.

Precision metalworking machine
tools.

Tool holders.

Dial gauges, precision measuring
instruments.

Single-spindle bar automatics for
machining brass and steel.

Toolroom and engine lathes, 12"
to 17" swing; precision lathe
chucks.

Planing, shaping and slotting
machines.

Precision grinding machines—
plain, automatic, external, inter-
nal and surface.

Toolroom and engine lathes, 12"
to 17" swing; precision lathe
chucks.

Millers, shapers, drills, grinders,
hacksaws, lathes, ironworkers,
filters, engineering equipment.

Lancastrian automatic hydraulic
plastic moulding press; roto-
cube dry power mixers.

Capstan, turret and automatic
lathes; drilling, grinding and
milling machines; plant mach-
inery.

Vertical and piano millers,
broaching machines and thread-
ing machines.

Centre lathes and surfacing and
boring machines.

Machines for production of
plates, instrument dials, panels,
etc.; textile marking machinery.

Hydraulic, straightening, bending
and forcing presses.

Drill chucks, collet fixtures.

Horizontal milling machines and
Sunderland gear planers.

Horizontal boring and facing
machines, vertical boring mach-
ines, planing machines.

Scaife (Colne) Ltd., Robert
Lancashire.

Ward & Co. Ltd., H. W.
Birmingham.

Windsor Ltd., R. H.
Surrey.

UNITED STATES

Chemical Development Corp.
Danvers, Massachusetts.

Enco. Mfg. Co.
Chicago, Illinois.

Kase Machine Co.
Cleveland, Ohio.

Mutual Machine Co.
Hudson, Massachusetts.

New Hermes Engraving
Machine Corp.
New York, New York.

Milling machine arbors, collet
chucks.

Capstan and turret lathes.

Plastic injection moulding mach-
ines, extrusion machines,
moulds, dies and accessories.

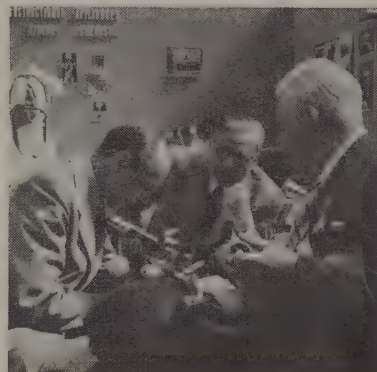
Devcon plastic steel, a substance
which hardens at room tem-
perature into metallic mass.

Magnetic base indicator holders.

Breaches.

Angle sine plates.

Portable and bench-type engrav-
ing machines for engraving
name-plates, dials, panels of
unlimited dimensions; milling
and profiling on plastic and
metal.



Medical and Optical Instruments and Equipment

HINGELESS AND UNBREAKABLE SPECTACLE FRAMES, a Czechoslovakian invention, are an out-standing new product in this category. These frames are made of Dolonit, an unbreakable nylon polyanide—a kind of protein of about the same composition as human hair, wool or silk. Their greatest advantage is the fact that they do not require the metal hinges which are the most vulnerable part of other types of spectacle frames. Dolonit frames are made of a single elastic temple frontpiece so flexible that it does not break even when bent a million times at a 180-degree angle. This unbreakable quality is a protection for the eye and makes these frames particularly useful in sports.

Dolonit can be produced in different colours and is elastic, non-inflammable and has a low specific weight.

This category will also include scientific and laboratory equipment, cameras and photographic equipment, surgical and dental instruments and X-ray equipment, binoculars and hearing aids.

Countries exhibiting: Canada, Czechoslovakia, Germany, United States.

Leading exhibitor: Germany.

CANADA

Leitz (Canada) Ltd., Ernst
Midland, Ontario.

Microscopes, cameras, photographic equipment, scientific instruments.

CZECHOSLOVAKIA

Kovo
Prague.

Precision laboratory instruments, optical equipment, arms, dental and surgical instruments.

GERMANY

Hensoldt & Sohne, M.
Wetzlar.

Leitz, Ernst, GmbH.
Wetzlar-Lahn.

Rich. Seifert & Co.
Hamburg.

Zeiss, Carl Ag.
Stuttgart.

Zeiss, Carl
Oberkochen.

Zeiss Winkel GmbH.
Goettingen.

Microscopes, binoculars, telescopes.

Leica cameras and accessories, binoculars, optical scientific and measuring instruments.

Industrial X-ray equipment and X-ray diffraction units.

Cameras and accessories.

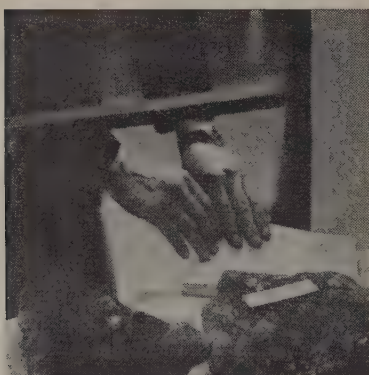
Microscopes, scientific instruments, ophthalmic instruments, binoculars.

Microscopes, scientific instruments.

UNITED STATES

Zenith Radio Corp.
Chicago, Illinois.

Tubeless transistor hearing aids, five models, one quality.



Metals, Chemicals and Raw Materials

NEW FEATURE of the 1955 Fair is the emphasis placed upon exhibits of equipment and materials used in the welding and metal fabrication industries. The visitor will find many of these displays in this section. One Canadian company, for example, is showing a new type of blow torch and another, all types of solders. An Oshawa firm has planned its exhibit to illustrate the many uses of aluminum extrusions. The variety of shapes and sections will demonstrate how extruded aluminum has made possible the manufacture of many products hitherto restricted by high fabrication costs.

This category always includes several of the large metal producers, such as the Aluminum Company of Canada, Anaconda American Brass, Noranda Copper and Brass,

and International Nickel Co. of Canada. Inco's display this year will concentrate on promoting the new stainless steel developed by Atlas Steel. The three foreign exhibitors—France, Sweden and Britain—will show various types of steel produced in their countries. Chemical exhibits will range from various petroleum products to types of chemical cleaners for a variety of industrial uses.

Countries exhibiting: Canada, France, Sweden, United Kingdom.

Leading exhibitor: Canada.

CANADA

Alloy Metal Sales Ltd.
Toronto, Ontario.

Aluminum Co. of Canada, Ltd.
Montreal, Quebec.

Anaconda American Brass Ltd.
New Toronto, Ontario.

Butler Metal Products Ltd.
Preston, Ontario.

Canadian Steel Improvement
Ltd.
Etobicoke, Ontario.

Flather Bright Steels (Canada)
Ltd.
Toronto, Ontario.

International Nickel Co. of
Canada Ltd.
Toronto, Ontario.

Nickel, nickel alloys, aluminum and stainless steel in wrought and cast form; welding electrodes.

Aluminum products.

Copper and copper alloy—sheet, rod, tube and special shapes.

Blow torches, metal stampings, special screw machine products, standard and special washers.

Forgings of steel, aluminum, titanium and high temperature alloys; castings of aluminum and magnesium.

Cold drawn bar stock and special sections.

Nickel and nickel alloys in wrought and cast forms and welding electrodes.

Kester Solder Co. of Canada Ltd. Brantford, Ontario.	Solder: all types, flux-cored and solid, bar; solder forms, fluxes.	Werner Co. (Canada) Ltd., R. D. Oshawa, Ontario.	Extruded, drawn and cold roll-formed metal sections.
Magnus Chemicals Ltd. Montreal, Quebec, and Toronto, Ontario.	Industrial cleaning machines; specialized cleaners for aircraft, railroads, automotive industry, bakeries, paper mills and power plants.	FRANCE	
Noranda Copper and Brass Ltd. Toronto, Ontario.	Copper and copper-brass alloys—sheet, strip, bar, rod, plate, wire, tube, pipe and special shapes.	Office Technique pour l'Utilisation de l'Acier (OTUA) Paris.	French steels.
Shell Oil Company of Canada, Ltd. Toronto, Ontario.	Petroleum products: hydraulic oils, cutting oils, turbine oils, aircraft oils, lubricants, chemicals.	SWEDEN	
Uddeholm (Canada) Ltd. Toronto, Ontario.	High-quality steels in various forms.	Uddeholms Aktiebolag Uddeholm.	Cold-rolled spring steel, stainless steel, tool steel, tubing, wire.
		UNITED KINGDOM	
		Gillott & Sons Ltd., Joseph Sheffield.	High-speed tool steel, die steel, stainless and alloy steel.



Office Equipment and Supplies, Paper Products and Publications, Merchandising Displays and Store Fixtures

FROM THE OPENING OF THE MAIL in the morning to the tucking away of the day's receipts in a burglar-proof safe in the evening, there's scarcely an office job that modern equipment can't speed up or simplify. An hour or so spent in this section of the Fair, which will house displays set up by firms in Canada and in five foreign countries, will bear this out. One exhibitor is displaying an efficient letter-opening machine and coin counter; a second is showing a combination cash register, adding machine and book-keeping machine; a third is bringing a machine that laminates clear film to many paper surfaces, and a fourth is presenting a newly designed banker's safe. This safe should baffle even the most determined robber because it is made of an alloy which puts up a stout resistance to oxy-acetylene cutting equipment.

Is space a problem? The Canadian agent for a British firm is exhibiting a mobile storage system in which racking or cupboard units, mounted on low trucks, can be placed close up against one another without intervening gangways. When you wish to gain access to a particular row of these units, the trucks can be moved along by motor power and a passage opened. When the work is finished, the whole block can be closed up tight and secured by a central locking device.

Canadian firms are not lagging behind in the design and production of up-to-date office equipment. One Waterloo firm which has taken space at the Fair will show a product that won it a Design Award from the National Industrial Design Council. It is a filing cabinet with no protruding handles or knobs; the combination trip-latch is recessed in the front of the drawer where it can't get in the way.

This category has been widened this year to include merchandising displays and store fixtures. One company is showing a useful device for enlarging fluorographs and drawings for artists, display and sign writers. It projects and enlarges the image of any drawing, illustration, photograph or small three-dimensional object on any horizontal or vertical surface. The method is simple—place the Enlargoscope directly over the original that you wish to enlarge, plug in the cord, switch on, adjust the focus—and the enlarged image is there for studying or tracing. A six-inch object, for example, can be enlarged up to 90 by 90 inches.

Countries exhibiting: Canada, Czechoslovakia, Germany, Italy, Sweden, Switzerland, United Kingdom, United States.

Leading exhibitor: Canada.

CANADA

Addressograph-Multigraph of Canada Ltd. Toronto, Ontario.	Business machines for all name and data writing, addressing, duplicating, etc.	National Cash Register Co. of Canada Ltd. Toronto, Ontario.	Cash registers, accounting machines, adding machines and printed business forms.
Bell Telephone Co. of Canada Montreal, Quebec.	Bell teletype, management's sure line between units; mobile telephone service.	Nauta Bros. Toronto, Ontario.	Adding machines, calculating machines, typewriters, duplicators, folding machines, addressing machines.
Burroughs Adding Machine of Canada, Ltd. Toronto, Ontario.	Complete line of business machines, microfilming equipment and business machine supplies.	Office Specialty Mfg. Co. Ltd. Newmarket, Ontario.	Office furniture, steel, aluminum and wood; filing cabinets, filing system supplies.
Business Equipment Machines Toronto, Ontario.	The Regna 3-in-1 cash register: combination cash register, adding machine and bookkeeping machine; Regna adding machines; home and office safes.	Pedlar People Ltd., The Oshawa, Ontario.	Steel shelving, storage bins, lockers, cabinets, work benches, expanded metals.
Canadian National Telegraphs Toronto, Ontario.	Private wire teletype service.	Regna Cash Registers of Canada Ltd. Montreal, Quebec.	The Regna 3-in-1 cash register: combination cash register, adding machine and bookkeeping machine; Regna adding machines; home and office safes.
Canadian Pacific Telegraphs Toronto, Ontario.	Private wire teletype service.	Rotaprint Co. of Canada Ltd. Montreal, Quebec.	Lithographic printing presses, offset duplicators; process cameras; plate-making equipment and supplies.
Canadian Universal Supplies Toronto, Ontario.	Resulta adding machines, Petite typewriters, Printator everlasting pads.	Royal Metal Manufacturing Co. Ltd. Galt, Ontario.	Commercial steel sheating for office, hospital, hotel, restaurant and cafeteria.
Chubb Safe Company Ltd. Toronto, Ontario.	Fire- and burglar-resisting equipment, vault doors, safe deposit boxes.	Rubery Owen, Canada Ltd. Toronto, Ontario.	Steel storage equipment, bins, shelving, office partitioning; desks, files, chairs.
City-Wide Telephone Service Ltd. Toronto, Ontario.	Answering service, pocket-phone service, alarm service.	Sankey & Sons Canada Ltd., Joseph Smiths Falls, Ontario.	Steel office furniture, office and factory steel partitioning, and shelving.
Davis Circulation Agency Ltd. Oakville, Ontario.	British trade and technical publications.	Steel Equipment Co. Ltd. Ottawa, Ontario.	Steel executive desks, filing cabinets, cupboards, counters, card index cases, horizontal card sections, lockers, waste baskets library bookstacks.
Dawson Subscription Service Ltd. Toronto, Ontario.	Magazines and publications (technical and trade).	Sunshine Waterloo Co. Ltd. Waterloo, Ontario.	Steel office furniture, desks, filing cabinets; steel lockers and steel shelving.
Dynamic Displays by Bernard Toronto, Ontario.	Animated decorations; turntables, projectors, enlargers, travelling displays; advertising and display articles.	Taylor Ltd., J. & J. Toronto, Ontario.	Fireproof safes, burglar-resistant safes, wall safes, vault doors, safety deposit boxes, prison cells.
Executone Communication Systems Ltd. Toronto, Ontario.	Electronic communications; light signal, voice paging, sound and music systems; fire alarm, air raid alarm and time systems.	Underwood Ltd. Toronto, Ontario.	Typewriters, adding machines, accounting machines.
Gibbons, The House of Otho Dartmouth, Nova Scotia.	Patented mobile storage systems; photocopy; steel shelving, adjustable.	Universal Cash Registers Ltd. Toronto, Ontario.	Itemizing multiple total and check-out registers.
Gordon & Gotch (Canada) Ltd. Toronto, Ontario.	British technical journals.	Upper Canada Bible Society Toronto, Ontario.	Bibles in many languages and related illustrative display material.
Harvey & Co. (Canada) Ltd., G.A. Scarborough, Ontario.	Metal office and industrial equipment, cabinets, furniture, etc.	Visirecord of Canada Ltd. Toronto, Ontario.	Vertical visible record-keeping system; hand spirit duplicator; single-write posting machine; Flexisort business machine.
Herring-Hall-Marvin Safe Co. of Canada Ltd. Toronto, Ontario.	Safes, chests, vault doors, safe files, night depositories, drive-in windows.	Wade Company Ltd., Norman Toronto, Ontario.	Sensitized papers for engineers, architects and industry; fine tracing vellums and drawing materials; Revolute print making and processing equipment.
Hofstetter Ltd., M. P. Toronto, Ontario.	Adding and calculating machines, hand and electric models; portable typewriters.	Weber Costello of Canada Ltd. Toronto, Ontario.	Chalkboards, chalk, erasers, art materials, maps, globes, school and office supplies.
International Business Machines Co. Ltd. Toronto, Ontario.	Electric punched card accounting machines, electric typewriters and time equipment.		
Kimball Ltd., A. Toronto, Ontario.	Electronic and mechanical machines for imprinting and code punching tags; tags, pin tickets, labels, etc.		
Maclean-Hunter Publishing Co. Ltd. Toronto, Ontario.	Industrial publications, serving printing, metalworking, power, marine, packaging, electrical, plumbing and heating, and public hospitality fields.		

CZECHOSLOVAKIA

Artia Prague.	Playing cards, books, periodicals.
Ligna Prague.	Articles made of paper and cardboard; writing and printing papers, special papers; musical instruments; cabinet furniture; wooden products.

Prago-Export.

Pencils of all kinds, pastels,
office requisites.

Tothill Press Ltd.
London.

British technical magazines.

GERMANY

Addiator Calculating Machines
Berlin.

Small-size calculating machines
for subtraction, and multiplication
tables.

Mosler Safe Company
New York, New York.

Safes, vaults, safe deposit boxes,
bank vaults, night depositories,
insulated record containers.

Bruning Maschinenfabrik
Berlin.

Resulta calculating machines.

ITALY

Olivetti & Co. S.p.a., Ing.
Ivrea.

Standard and office typewriter,
portable and semi-portable
typewriters, hand calculator
and electrical calculators.

SWEDEN

Addo, A.B.
Malmö.

Add-x adding machines and
multo-calculators.

SWITZERLAND

Egli Ltd., H. W.
Zurich.

Madas calculators.

Paillard, Ltd.
Yverdon.

Hermes portable typewriters.

UNITED KINGDOM

Benn Brothers Ltd.
London.

British technical magazines.

British Typewriters Ltd.
West Bromwich.

Portable typewriters.

British Broadcasting Corpora-
tion Publications Ltd.
London.

British technical publications.

Engineering Ltd.
London.

British technical magazines.

Glover & Sons Ltd., J.
London.

Patented mobile storage systems;
fotocopy; steel shelving, adjust-
able.

Iliffe and Sons Ltd.
London.

British technical magazines.

International Coin Counting
Machine Co. Ltd.
Middlesex.

Vee-three coin counting machine,
letter-opening and envelope
sealing machines.

Leabank Office Equipment Ltd.
London.

Office and industrial seating

Machinery Lloyd
London.

British technical magazines.

"The Machinist", McGraw-Hill
London.

British technical magazines.

Milners Safe Co. Ltd.
London.

Safes, vault doors, bank and
security equipment.

National Trade Press
London.

British technical magazines.

Periodical Proprietors Associa-
tion Ltd.
London.

British trade and technical pub-
lications.

Rubery Owen & Co. Ltd.
South Staffordshire.

Steel storage equipment, bins,
shelving, office partitioning,
desks, files, chairs.

Temple Press Ltd.
London.

British technical magazines.

UNITED STATES



Packaging and Materials Handling Equipment

SPEED AND EFFICIENCY are the goals of the modern plant manager and he can find the equipment to help him in this section at the CITF, much of it in the outdoor area. Canadian and United States firms will demonstrate their fork lift trucks, cranemobiles and lodormobiles, walkie and riding types of jack lift electric trucks, pallets, pallet trucks and collapsible pallet containers. A German firm will display track-chains, chains and running gear equipment for tractors, and drop-forgings.

When he has seen the modern way of handling his product, the plant manager will be interested in the modern way of storing it—new types of storage racks, tiering pallets and shelves made by a Toronto company. He'll probably want to look at the special industrial weighing equipment too, and the modern method of pipe assembling for all types of structures.

Mining experts will stop to see a Canadian company's 400-foot working model of an ore stocking and reclaiming plant, and visitors from many branches of industry will be interested in the industrial dust collectors and water paint spray booths displayed by another Canadian exhibitor.

Countries exhibiting: Canada, Germany, Netherlands, United States.

Leading exhibitor: Canada.

CANADA

Arcan Corporation Ltd.
Hamilton, Ontario.

Canadian Mobile Company Ltd.
Vancouver, British Columbia.

Conveyancer Fork Trucks Division of Electro-Hydraulic (Canada) Ltd.
Toronto, Ontario.

Kee-Klamp Division
Dairy-Brewery Equipment & Engineering
Toronto, Ontario.

Mulder Canada Ltd.
Toronto, Ontario.

Moxey Conveyor Co. (Canada) Ltd.
Montreal, Quebec.

Materials handling equipment, industrial dust collectors, water paint spray booths.

Bull Moose fork lift trucks, cranemoibles and lodormobiles.

Fork-lift trucks, battery chargers, truck attachments, tractors, hand trucks.

Kee-Klamp pallet, shelving, reel racks, etc.; iron pipe structures.

Mulder building hoists, conveyors, etc.

Working model of ore stocking and reclaiming plant.

Toledo Scale Co. of Canada Ltd.
Windsor, Ontario.

Upton Bradeen & James Ltd.
Toronto, Ontario.

GERMANY

Fischer & Schmidt
Hagen-Haspe.

NETHERLANDS

Eerste Nederlandse Fabriek
Van Wergwerktuigen Jan
Molenschot En Zoon
Breda.

UNITED STATES

Lewis-Shepard Products Inc.
Watertown, Massachusetts.

Weighing equipment for industry.

Power trucks, materials handling equipment.

Track chains, chains and running gear equipment for tractors, drop forgings.

Scales—industrial, truck, railroad, automatic, abattoir, check and counting.

Spacemaster electric fork trucks, jack lift electric trucks, walkie and riding trys.



Plant Machinery and Equipment, Hand Tools

THE VERSATILITY AND VARIETY of the exhibits in this category attract more business visitors than any other part of the Fair. They come to see equipment as small as miniature ball bearings and as large as a 100-ton prefilling compression moulding press; as simple as filter paper and as complex as a heat-treating furnace. The exhibits are mainly drawn from five countries, with Canada well in the lead.

The man who is interested in welding will want to study several of these displays. A Toronto firm, for example, will demonstrate a fast method of applying threaded or unthreaded studs and other fasteners by a complete cross-sectional arc weld at the stud base. A Chatham, Ontario, plant set up five years ago will

show welding fittings and flanges used for piping systems in the petroleum, chemical, and food processing industries.

Several British companies are bringing unusual equipment. One, which has specialized in the design and manufacture of complete gas equipment since 1847, will exhibit a high pressure service regulator. This regulator was developed especially for use in Canada after tests on high pressure systems in Great Britain. It is suitable for inlet pressures up to 250 lb. per square inch and outlet pressures of up to 10 inches w.g. The $\frac{3}{4}$ inch size will pass and control any volume up to 1,000 cubic feet per hour, with positive shut-off on no consumption.

British-made also is a portable main-power turbo alternator with 50 Kva output. It's a three-phase, 50-cycle machine and weighs approximately 1,000 pounds. A comparable diesel generating set would, the makers say, weigh about $3\frac{1}{2}$ tons.

Canadian firms too will have new things to show. One will display the Cooper split roller bearing. This bearing is split right down to the shaft and can therefore be used where conventional anti-friction bearings cannot be applied. Those interested in metallurgical or ceramic heat processing equipment will want to study a small horizontal general purpose furnace, said to give a greater uniformity of temperature and a shorter recovery time. The section will also contain various types of printing machinery, including Swiss offset presses.

The plant maintenance men will find in this section a new line of gas and electric automatic floor-scrubbing machines, a wide range of industrial lubrication equipment for use with oil or grease, movable wire wall partitions, and anti-vibration machine pads made of sisal and cork and bonded under pressure with Bakelite vinyl resin.

Countries exhibiting: Canada, Czechoslovakia, Germany, Netherlands, Switzerland, United Kingdom, United States.

Leading exhibitor: Canada.

CANADA

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|---|---|---|---|
| Almar Specialty Machines, Ltd.
Toronto, Ontario. | Eirich counter — current rapid mixers for every manufacturing and testing application in construction, chemical and other major industries. | European Importing Co. Ltd.
Halifax, Nova Scotia. | Welding equipment, diesel engines, electric drills, drafting machines. |
| Arc Rental Service Ltd.
Toronto, Ontario. | KSM welding studs; stud welding equipment and accessories. | Ferro Enamels Canada Ltd.
Oakville, Ontario. | Metallurgical, ceramic, and glass heat-treating furnaces; kanthal resistance, wire and strip. |
| Aro Equipment of Canada Ltd.
Toronto, Ontario. | Industrial pneumatic tools and lubrication equipment. | Foster Industrial Tools Ltd.
Toronto, Ontario. | British abrasives, saws, felts, flexible shaft machinery, auger bits, engineer's hand tools, industrial brushes, belt lacing, files, floor sanders, tungsten carbide burrs, transmission and conveyor belting, fire hoses, lubrication machinery. |
| Blakeslee, G. S. & Co. Ltd.
Toronto, Ontario. | Blacoslov vapour degreasers and metal parts, washing machines, metal surface treatment. | General Filtration and Engineering Ltd.
Toronto, Ontario. | Industrial and laboratory filters, filter paper and filter supplies. |
| British American Oil Co. Ltd.
Toronto, Ontario. | Natural gas, hydraulic fluids, cutting oils, gasoline, gasoline engine oils, engine oils, diesel fuel, etc. | Greening Wire Co. Ltd., B.
Hamilton, Ontario. | Fabricated wire-wall partitions, wire rope, wire cables, wire baskets, wire screens, screen-cloth, perforated metals, wire cloth, wire clothesline and plastic-covered wire clothesline, wire poultry netting. |
| British Oxygen Canada Ltd.
Toronto, Ontario. | Oxy-acetylene welding and cutting equipment; flame-cutting and argon arc welding machines. | Had-Mill (Canada) Ltd.
Montreal, Quebec. | Precision slitting and rewinding machines for paper, textiles, viscose and foil. |
| Buhler Brothers (Canada) Ltd.
Toronto, Ontario. | Die casting machines with cold or hot chamber of 130,000—900,000 lb. locking pressure. | Hayward-Gordon Ltd.
Toronto, Ontario. | Water, chemical and slurry pumps; corrosion coatings and linings. |
| Canadian B.M.B. Ltd.
Toronto, Ontario. | Precision miniature ball bearings, steel and jewel balls. | H. F. Products Ltd.
Montreal, Quebec. | Plastic foam. |
| Canadian Chain Belt Ltd.
Willowdale, Ontario. | Power transmission and conveying machinery, roller bearings, construction equipment. | Houghton & Co. of Canada Ltd., E. F.
Toronto, Ontario. | Cleaning compounds, cutting oils, drawing compounds, quenching oils, leather packings, rubber packings, wool oils, lubricating oils. |
| Canadian Liquid Air Co. Ltd.
Montreal, Quebec. | Industrial and medical gases, oxy-acetylene and electric arc welding equipment, accessories and supplies. | Howard Engineering Sales Co.
Toronto, Ontario. | Overhead access equipment for factory maintenance, aircraft construction, street lighting. |
| Canadian Vickers Ltd.
Montreal, Quebec. | Shipbuilding, ship repairing, custom machinery, fabricated process equipment, hydraulic equipment. | Imperial Oil Ltd.
Toronto, Ontario. | Industrial oils and lubricants. |
| Chiksan of Canada Ltd.
Edmonton, Alberta. | Swivel joints, loading racks, aluminum barge hose, hydraulic monitors. | L'Hoir Inc.
Levis, Quebec. | Food processing equipment, double boilers, heat exchangers, tanks and vats in stainless steel, monel, nickel and inconel. |
| Danco Tools Ltd.
Toronto, Ontario. | Portable electric hand tools, electric hand saws. | Mawer Sales Ltd.
Oakville, Ontario. | Resistance welding equipment, air and gas drying equipment, extensometers. |
| DeVilbiss
Barrie, Ontario. | Spray finishing requirements for manual, automatic, hot or catalyst spraying. | Plant Maintenance Equipment Co.
Toronto, Ontario,
Montreal, Quebec,
Vancouver, British Columbia. | Industrial powered maintenance equipment. |
| Eclipse Fuel Engineering Co.
Toronto, Ontario. | Heat process equipment for industry; Dowtherm and steam boilers; industrial furnaces; combustion equipment. | Progressive Welder (Canada) Ltd.
Chatham, Ontario. | Electric resistance equipment, tools and fixtures. |
| | | Protective Plastics Ltd.
Toronto, Ontario. | Plastic pumps, tanks, valves, exhaust systems, foundry core boxes, match plates, aircraft tooling. |
| | | Rudel Machinery Co. Ltd.
Montreal, Quebec. | Industrial fork trucks and tractors, powered with gasoline, propane, diesel and electric power. |
| | | Rumble Company Ltd., George
Toronto, Ontario, and
Montreal, Quebec. | Electric motors, welding equipment, supplies, steel fabricating and handling equipment. |
| | | Salem Engineering Ltd.
Toronto, Ontario. | Industrial furnaces and ovens, fuel systems, metal cleaning equipment. |

Sears Ltd.
Toronto, Ontario.

Smith & Sons (Canada)
Ltd., S.
Toronto, Ontario.

Soag Machinery Co.
Toronto, Ontario.

Sparkler International Ltd.
Galt, Ontario.

Spotton Company Ltd., John
Toronto, Ontario.

Standco Canada Ltd.
Toronto, Ontario.

Staroba Industrial Research
Co. Ltd.
Toronto, Ontario.

Stone Franklin of Canada Ltd.
Montreal, Quebec.

Sun Oil Company Ltd.
Toronto, Ontario.

Super Oil Seal Mfg. Co. Ltd.
Hamilton, Ontario.

Superior Propane Ltd.
Toronto, Ontario.

Tewes Engineering Sales
Co. Ltd.
Toronto, Ontario.

Tube Turns of Canada Ltd.
Chatham, Ontario.

Vokes (Canada) Ltd.
Toronto, Ontario.

Volta Manufacturing
Company Ltd.
Welland, Ontario.

Weld-O-Matic Machines Ltd.
Hamilton, Ontario.

Wilmot Co.
Plastics Division
Toronto, Ontario.

CZECHOSLOVAKIA

Kovo
Prague.

GERMANY

Demag Aktiengesellschaft
Duisburg.

Machinery and equipment for
graphic arts industry and allied
trades.

Kopex tubing for prestressed con-
crete for electrical conduit and
ventilating purposes; combus-
tion heaters for air space and
water heating; terminal seats.

Printing and offset presses, paper
cutters and paper converting
machines.

Filters, industrial horizontal plate
and semi-automatic heavy duty
vertical plate.

Air and hydraulic power equip-
ment; pumps, cylinders, valves,
controls, couplings.

Socket screws, locknuts, spring
pins, steel shelving, shop equip-
ment.

Gauges, measuring instruments,
machine tools, knitting and
textile machines, pumps, diesel
engines, aircraft.

Powder centrifugal and flexible
couplings, Cooper split roller
bearings.

Petroleum, lubricating oils, hy-
draulic oils, metal-working oils,
electrical oils, engine crankcase
oils, waxes; process oils for
rubber, textile and leather in-
dustries; petrochemicals.

Oil seals, grease retainers, preci-
sion moulded rubber parts.

Industrial propane gas-burning
equipment and storage systems;
propane cutting torches.

Centrifugal and reciprocating
piston pumps for the power
and process industry.

Tube-turn welding fittings and
flanges for welded piping
systems.

Air, lube and fuel filters, capillary
air washers and conditioners,
fans.

Model melting and heat-treating
furnaces.

Spot welding machines and elect-
rodes, welding controls, hydrau-
lic lift trucks.

Machinery and ancillary equip-
ment for the plastics industry.

Shoemaking machines, cylinder
knitting machines.

Model of steel plant, photos.

Hilscher, H. M.
Wiesbaden.

Letzerich, A. G. H.
Rheydt.

Lucas, Harry
Neumuenster.

Schumacher'Sche Fabrik
Wurttemberg.

NETHERLANDS

Sparkler International Ltd.
Amsterdam.

SWITZERLAND

Color Metal Ltd.
Zurich.

UNITED KINGDOM

Access Equipment Ltd.
London.

Bryan Donkin Co. Ltd.
Derbyshire.

Carlson Ltd., John C.
Ashton-under-Lyme.

Chevron Structural Units Ltd.
London.

DeVilbiss
London.

Felco Hoists Ltd.
London.

Granwood Flooring Co. Ltd.
Derbyshire.

Green Ltd., J. Barcham
Kent.

Harnden Ltd., C. A.
Hyde.

Holt & Company (Liverpool)
Ltd., John
Liverpool.

Invicta Electrodes Ltd.
Staffordshire.

Keith Blackman Ltd.
London.

Manwood, Miller & Co. Ltd.
Stalybridge.

Neuman Ltd., Ch. J.
Surrey.

Petbow Ltd.
Kent.

Circular knitting machines.

Circular knitting machines.

Circular knitting machines.

Porous stone filters for air, liquids
and gases.

Filters, industrial horizontal plate
and semi-automatic heavy duty
vertical plate.

Offset presses.

Overhead access equipment for
factory maintenance, aircraft
construction, street lighting.

Gas regulators and valves for
low and intermediate pressure
services.

Beer, wine and industrial sheet
filters, filter sheets.

Slotted angle bar and accessories
for erection of structures, rack-
ing, shelving, etc.

Spray finishing requirements for
manual, automatic, hot or
catalyst spraying.

Short headroom lifting appliances,
chain hoist, adjuster equalizing
slings, ratchet hoists.

Composition wood block flooring.

Laboratory filter paper.

Precision slitting and rewinding
machines for paper, textiles,
viscose and foil.

Builders' and affiliated supplies,
specialized machinery, winches,
air pressure pumps.

Welding electrodes and acces-
sories.

Air, lube and fuel filters; capillary
air washers and conditioners,
fans.

Air, lube and fuel filters; capil-
lary air washers and condition-
ers, fans.

Greasing equipment, grease fit-
tings, hand compressors, grease
guns and grease nipples.

Diesel and turbine-driven electrical
generating and arc-welding
plant.

Purdy Machinery Co. Ltd.
London.

Shorrock's Superchargers Ltd.
Willenhall.

Tecalemit Ltd.
London and Plymouth.

Tensometer Ltd.
Croydon.

Waddington Tools Ltd.
Wolverhampton.

Wilmot Breedon Ltd.
Birmingham.

UNITED STATES

Allis Company, The Louis
Milwaukee, Wisconsin.

American Brake Shoe Company
American Manganese Steel
Division
Chicago Heights, Illinois.

Arcair Co.
Lancaster, Ohio.

Breuer Electric Mfg. Co.
Chicago, Illinois.

Chiksan Company
Brea, California.

Clark-Cutler McDermott Co.
Franklin, Massachusetts.

Crawford Co. Inc., H. E.
Kernersville, North Carolina.

Cullen-Friestedt Company
Chicago, Illinois.

Dean Brothers Pumps Inc.
Indianapolis, Indiana.

DeVilbiss
Toledo, Ohio.

Dynamatic Division
Eaton Mfg. Company
Kenosha, Wisconsin.

Eaton-Kikeman Co.
Mount Holly Springs, Pennsylvania.

Galland-Henning Manufacturing Co.
Milwaukee, Wisconsin.

Hansen Manufacturing Company
Cleveland, Ohio.

Hercules Filter Corporation
Hawthorne, New Jersey.

KSM Products Inc.
Stud Welding Division
Merchantville, New Jersey.

Manheim Manufacturing &
Belting Co.
Manheim, Pennsylvania.

Metal & Thermit Corporation
New York, New York.

Glass labels of all sizes, shapes and types; C-M-L fiberglass plastic tanks, vessels and containers for food industry.

Multi-therm oil burner for oil-fired central heating boilers.

Mechanical and hand-operated lubricating equipment; grease guns and fittings.

Extensometers.

Gear-testing equipment, jigs, tools and gauges.

Automobile and refrigerator components and accessories.

Special purpose electric motors, variable speed drives.

Hardfacing electrodes, manganese plates and weldments, hardfacing and welding machines.

Gouging torches and carbon electrodes.

Tornado industrial vacuum cleaners, portable electric blowers, all-purpose floor machines.

Swivel joints, loading racks, aluminum barge hose, hydraulic monitors.

Vibration dampening pad.

Circular knitting machines for diamond socks.

Welding positioners, sheet lifters, butto railroad cranes.

Centrifugal and reciprocating piston pumps for the power and process industry.

Spray finishing requirements for manual, automatic, hot or catalyst spraying.

Eddy current adjustable speed drives and brakes, dynamometers.

Industrial and laboratory filter paper.

Nopak air and hydraulic cylinders and valves.

Quick connective couplers for fluids and gases.

Pressure leaf, laboratory and industrial sheet filters, filter sheets.

KSM welding studs; stud welding equipment and accessories.

VeeLink V-belting adjustable to any length, adaptable to any drive.

Welding electrodes, welding machines and accessories, thermit welding equipment.

Miller Electric Manufacturing Co.
Appleton, Wisconsin.

Norgren Company, C. A.
Englewood, Colorado.

Patterson Foundry & Machine Co.
East Liverpool, Ohio.

Philadelphia Metal Drying Form Co. Inc.
Philadelphia, Pennsylvania.

Renfro & Sons Incorporated, J. C.
Jacksonville, Florida.

Sciaky Brothers Incorporated
Chicago, Illinois.

Sparkler International Ltd.
Mundelein, Illinois.

Stearns Magnetic Incorporated
Milwaukee, Wisconsin.

Taylor-Winfield Corporation
Warren, Ohio.

Valvair Corporation
Akron, Ohio.

Webb Corporation
Webb City, Missouri.

A.C. and D.C. electric arc welders, spot welders and portable power plants.

Filters, regulators, lubricators, relief valves, controls, hose fittings, assemblies.

Grinding and milling machinery for the chemical and process industries.

Drying forms for hosiery.

Steel lifting clamps.

Resistance welding machines.

Filters, industrial horizontal plate and semi-automatic heavy duty vertical plate.

Magnetic clutches and brakes, magnetic separators, lifting magnets, magnetic pulleys.

Resistance welding equipment.

Valves of all types for compressed air.

Tank fabricating machines and fixtures.



Power Equipment

ONE OF THE ENTRIES in this category presented the organizers of the Fair with something of a problem. A British manufacturer of small electric locomotives wished to send a complete mine locomotive but was not quite certain how it could be accommodated. It will be set up in the outside area and a pit dug underneath for the motor.

The diesel engine dominates this part of the Fair, with Canadian, German, British and American makes on display. Most of them will be shown in action and prospective buyers can watch and compare before

making a decision. One of the exhibitors in this section relates how a man wearing a dirty pair of brown pants and no tie stopped by on the last afternoon of an earlier CITF. Much to his surprise, the demonstrator sold to his untidy visitor an engine worth \$3,400—and this customer has bought several since.

A British company is bringing equipment used in oil-well drilling plus a gas turbine, and an American exhibit will specialize in hydraulic controls, cylinders, power units and transmissions.

Countries exhibiting: Canada, Denmark, Germany, Netherlands, United Kingdom, United States.

Leading exhibitor: Canada.

CANADA

Bond Engineering Works Ltd. Toronto, Ontario.	Mechanical power transmission, industrial truck casters and wheels, stock gears, speed reducers.
Boston Gear Works of Canada Ltd. Toronto, Ontario.	Complete line of power transmission products and components.
Brush Aboe (Canada) Ltd. Toronto, Ontario.	Diesel engines, diesel generating sets, electric motors.
Mall Tool Ltd. Toronto, Ontario.	Industrial air and electric power tools; pneumatic and electric chain saws.
Perkins (Canada) Ltd., F. Leaside, Ontario.	High-speed automotive, industrial, agricultural, marine diesel engines.

DENMARK

Burmeister & Wain Copenhagen.	Diesel engines and ship models.
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GERMANY

Stihl Maschinenfabrik, Andreas Neustadt-Wurtemberg.	Featherweight two-cycle air-cooled diesel engines.
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NETHERLANDS

Kronenburg, N.V. Geb. Hedel.	Fire hoses, fire engines and fire-fighting equipment.
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UNITED KINGDOM

Davey Paxman & Co. Ltd. Colchester.	Diesel engines for general applications, marine and stationary locomotives, oil well drilling equipment, gas turbines, boilers and pumps.
Ruston & Hornsby Ltd. Lincoln.	Marine and stationary diesel engines; narrow-gauge mining, standard and switching locomotives; gas turbines, boilers and pumps.

UNITED STATES

Burmeister & Wain American Corp. New York, New York.	Diesel engines and ship models; welding equipment.
Reeves Pulley Co. Columbus, Ohio.	Variable speed drives and controls.
Vickers Incorporated Detroit, Michigan.	Hydraulic controls, cylinders power units and transmissions



Scientific Equipment and Supplies, Precision Tools and Gauges

OUR "ATOMIC AGE" receives concentrated attention in the displays in this group. For the uranium prospector, a Winnipeg firm has developed and will show scintillometers of two types—one for ground and one for aerial prospecting. The same company will bring an exhibit of plastic and liquid phosphors for use in constructing nuclear instruments, in all shapes and sizes and illuminated with ultra-violet light. In a nearby booth, a Toronto company will display various types of electronic and nucleonic equipment for industry.

Those who visit the Fair in search of ideas rather than specific products will want to chat with the men on duty at the Canadian Patents and Development Ltd. booth. This company handles the licensing of a number of inventions from various government departments and the universities. It also handles certain inventions for the National Research Development Corporation of the United Kingdom and for the Commonwealth Scientific and Industrial Research Organization of Australia. The company tells us that all the material to be exhibited is new and not yet licensed to industry.

Many of the devices shown in this section manufacturers will find valuable in maintaining the high standard of precision required today. An American firm

will exhibit several new types of micrometers and of dial indicators, plus other varieties of hand measuring tools and precision instruments. A Canadian company will display a small-type whiteprinting machine, slide rules, and drafting equipment.

Purchasing agents for schools, hospitals or universities should investigate the plastic anatomical models in this category. Originally these were made in Germany; now a Canadian company is being set up to manufacture them here.

Countries exhibiting: Canada, Germany, Switzerland, United Kingdom, United States.

Leading exhibitor: Canada.

CANADA

Barnard Stamp & Stencil Ltd. Hamilton, Ontario.	Marking tools and equipment.
Canadian Patents & Develop- ments Ltd. Ottawa, Ontario.	Inventions from various univer- sities and government depart- ments available for licensing.
Cimco-Canadian Instrument and Machine Company Ltd. Toronto, Ontario.	Roto duplicators, Kuhmann drafting stands and machines, Aristo slide rules, Proebster drawing instruments, Metro blueprinting machines and photocopying devices, Moco barometers, Rummold scales.
Electronic Associates Willowdale, Ontario.	Designers and manufacturers of electronic and nucleonic equip- ment for industry.
Hildon Corporation, Ltd. Toronto, Ontario.	Precision measuring tools for engineering trades.
Kent-Norlantic Ltd. Toronto, Ontario.	Instruments and meters for measurement and control of industrial processes.
Lufkin Rule Co. of Canada Ltd. Barrie, Ontario.	Precision tools; measuring tapes and rules.
Nuclear Enterprises Ltd. Winnipeg, Manitoba.	Scintillometers, aerial and hand, for uranium prospecting; liquid, plastic scintillators.
Sidam Ltd. Toronto, Ontario.	Teaching aids for natural science, research equipment.
Swiss Instruments Ltd. Toronto, Ontario, and Granby, Quebec.	Drills, dies, jig-boring machines; jig fixtures, taps and dies; measuring and laboratory tapes; laboratory apparatus and equip- ment; geiger muller counter.
Trerice Co., H. O. Windsor, Ontario.	Temperature and pressure instru- ments for indicating, recording and controlling; steam traps and air filters.

GERMANY

Askania-Werke Aktiengesell- schaft Berlin-Friedenau.	Precision instruments for science and industry.
Felder, Hans-Georg Rheinland.	Precision measuring instruments.

Frank GmbH., Karl
Weinheim-Birkenau.

Nestler Verkaufsgesellschaft,
Albert
Lahr/Schwarzwald.

Schneider & Kern
Wurttemberg.

SWITZERLAND

Charpillot, Ltd., Daniel
Malleray.

Roch Co. Ltd., Pierre
Rolle.

UNITED KINGDOM

Capp & Son Limited, A. Kent.	Precision measuring tools for engineering trades.
Chesterman & Co. Ltd., James Sheffield.	Precision measuring tools for engineering trades.
Dawe Instruments Ltd. Brentford, Middlesex.	Selected range of electronic measuring instruments for science and industry.
Elliott Bros. (London) Ltd. London.	Electrical and electronic instru- ments and automatic control equipment for industry.
Engineering Products Ltd. London.	Dial indicators, universal test sets, comparators.
Mercer Ltd., Thomas St. Albans.	Precision measuring tools for engineering trades.
Moore & Wright (Sheffield) Ltd. Sheffield.	Precision measuring tools for engineering trades.

UNITED STATES

Biddle Co., James G. Philadelphia, Pennsylvania.	Frequency meters, reed techo- meters.
Bond Company, Charles Philadelphia, Pennsylvania.	Mechanical power transmissions, industrial truck casters and wheels, stock gears, speed reducers.
Consolidated Engineering Corp. Pasadena, California.	Mobile exhibit displaying actual or simulated application of data processing and analytical instruments.
De Kalb Precision Industries De Kalb, Illinois.	Ring and plug gauges.
Mutual Engineering Service Saginaw, Michigan.	Dial inside gauges.
Precision Tool & Mfg. Co. of Illinois Cicero, Illinois.	Precision vee blocks.
S & E Machine Products Inc. Bridgeport, Michigan.	Carbide rotary cutters.
Scherr Inc., George New York, New York.	Precision measuring instruments.
Starrett Company, L. S. Athol, Massachusetts.	Mechanics' hand measuring tools and precision instruments; dial indicators, steel tapes, pre- cision-ground flat stock hack- saw, bandsaws and band knives.
Sticht Co. Inc., Herman H. New York, New York.	Tachometers.
Tubular Micrometer Co. Ltd. St. James, Minnesota.	Micrometers, snap gauges.

Hardness testers.

Slide rules, drawing equipment,
drawing tables, drafting mach-
ines, surveying equipment.

Precision measuring instruments.

Drills, taps and dies.

Precision measuring tools.



Smallwares, Hardware

THIS SMALLER SECTION of the Fair always attracts its quota of buyers and veteran exhibitors return to it year after year, with products old and new. For instance, a Quebec company whose exhibit illustrates what a wide range the term "woodenware" covers is adding this year wooden carving boards and lazy Susans.

Hard by, a British firm will be showing pressed steel enamelled sinks in various shapes and sizes and aluminum stacking trays designed for use in candy factories and in bakeries. A Toronto company will demonstrate its roller coater paint sets made in Canada and also its fishing tackle and utility boxes.

For the householder who likes new gadgets, the hardware man may want to add to his line the non-electric door chime he will find in this section. Made of anodized aluminum, it needs no electrical connections and comes in two types of installation—the push button or the pull knocker.

Countries exhibiting: Canada, Czechoslovakia, Germany, United Kingdom.

Leading exhibitor: Canada.

CANADA

Baribeau & Son
Quebec City, Quebec.

Chesley-Sarnes of Canada Ltd.
Essex, Ontario.

Kruger Manufacturing Co. Ltd.
Toronto, Ontario.

Ladore and Co. Ltd.
Walkerville, Ontario.

Tall Products Ltd.
Scarborough, Ontario.

Household chemicals, houseware, woodenware, giftware, notions, saladware.

Ladders: featherlite aluminum, straight, extension, step, special; racks: Kingsway valet, combination coat and hat racks.

Canadian manufactured flashlights, household fuse plugs, roller coater paint trays.

Kites, overhead doors, hardware, porch railings, bathroom cabinets, mirrors, accessories.

Door viewer, non-electric door chimes, plastic coat hangers, spoons, forks, combs, salad sets, pencil sharpeners.

Thermos Bottle Co. Ltd.
Toronto, Ontario.

Vacuum bottles.

CZECHOSLOVAKIA

Prago-Export

Shoemakers' requisites, Moravia tacks.

GERMANY

Weltersbach, Stahlwarenfabrik
Wilhelm
Solingen.

Hunting knives, pocket knives, pruning knives.

UNITED KINGDOM

Fellows, Ltd., S. J. & E.
Wolverhampton.

Hollow-ware and metal pressings.



Textile Products, Carpets and Upholstery

AN ANCIENT CLOTH, a Canadian invention, a first-time exhibitor and a first-time product will add interest to this always colourful and attractive section of the Fair.

The ancient cloth is Tyrolese Loden, an Austrian specialty, the origin of which dates back to early Roman times. It is believed to have first been woven by the inhabitants of the Alpine valleys into clothing that would withstand the most rigorous weather. Today, the ancient art of Loden weaving is combined with modern wool processing methods to produce a cloth suitable for all occasions but retaining its special characteristics. A German exhibitor will show various garments made of this special cloth.

The Canadian invention is a new type of button being shown for the first time by the Sutton Button Co. This button does not have to be sewn on—instead it has a shank which locks into the hole in the button. The

inventor has also developed a machine which can be used in clothing plants to attach the buttons mechanically. They can also, of course, be put on by hand. The machine, which is also being shown at the Fair, is not for sale but will be rented out. The Department of National Defence is already testing the plastic Sutton button to see how it stands up to extreme cold.

The newcomer to this section at the CITF, and the leading exhibitor in it with 2,400 square feet, is Czechoslovakia which will show needles and upholsterers' requisites and upholstery tacks plus many types of textiles. The new product is sisal carpeting manufactured in Ireland.

Textiles for reprocessing and making into household and haberdashery products will feature the Government of India's exhibit, with curtain and furnishing fabrics in distinctive Indian designs. A Canadian firm will bring its lastex yarns and German producers are setting up nine booths to show textiles and umbrellas.

Countries exhibiting: Canada, Austria, Belgium, Czechoslovakia, France, Germany, Hong Kong, India, Ireland, Japan.

Leading exhibitor: Czechoslovakia.

CANADA

Canadian Lastex Ltd. Montreal, Quebec.	Lastex yarn, lactron threads and fabrics.
Sutton Button Co. Ltd. Toronto, Ontario.	Sutton button—a threadless button made of nylon, permanently attached by hand or by a self-feeding attaching machine.

AUSTRIA

Beirer Rudolf Wiener-Neustadt.	Women's dresses and costumes, women's and men's underwear.
Bundeskammer der Gewerblichen Wirtschaft Wirtschaftsförderungsinstitut Vienna.	Textile products.
Eisler & Haid Vienna.	Eha invisible spiral zip fasteners.
Gill, Anny Vienna.	Dirndls and national costumes, silk squares.
Gottwald, Johann Vienna.	Window display figures, busts and all types of window-dressing materials.
Hummer, Leopold & Anita Vienna.	Model knitwear.
"Jupiter" Paulus, Wilh. & Rosa Vienna.	Pure wool knitwear, pullovers and cardigans.
Kugler, Franz Vienna.	Women's and men's model knitwear.
Piegel, Karl Vienna.	Material for window decoration, stands, material for propaganda, labels.

BELGIUM

Apolla (P.V.B.A.) St. Niklaas.	All kinds of knitted goods, scarves, pullovers, cardigans.
Belgian Committee for Fairs, Exhibitions and Expansion Brussels.	Organization of the private branches of Belgian participation.
Belgian Ministry of Economic Affairs Brussels.	General organization of Belgian participation.
Biot-Believre, L. Brussels.	Tablecloths, linens, lace.
Delcour-Van Houtte, S.A. Bissegem.	Sweaters; lingerie; men's, women's and children's clothing; jacquard cloth.
Duvieusart, S.A. Ets., H. Eecloo.	Curtain piece goods, woollen blankets, cotton piece goods, handkerchiefs.
Firm Vve. Paul Van Den Broeck Lokeren.	Jute card waste, pulled jute, jute threads, flax and hemp comings, bleached jute, wool sacks.
Giot & Co., A. Lokeren.	Knitted outerwear for men, women and children.
Tissage R. Engels & Co. St. Niklaas.	Costume cloth, stoles.

CZECHOSLOVAKIA

Centrotex Prague.	Cotton goods, linens, printed goods, carpets, knitwear and hosiery, footwear.
Prago-Export Prague.	Needles of all kinds; upholsterers' requisites, saddlers' requisites; umbrellas; leather products; shoemakers' requisites; Moravia tacks; pencils of all kinds, pastels, office requisites, toys, sporting goods.

FRANCE

Comité Permanent des Foires à l'Etranger Paris.	Textile products.
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GERMANY

Acella Plastic Hamburg.	Acella plastic PVC unsupported and supported sheeting and oilcloth.
Bellinda Feinstrumpfmanufaktur Vatter & Palme GmbH. Schongau/Oberbayern.	Ladies' stockings of Perlon.
Hugenduble Co. mbH. Stuttgart.	Men's and women's umbrellas, folding umbrellas, umbrella parts, umbrella textiles.
Karlin & Co. GmbH. Schiltach/Schwarzwald.	Cloth, coating cloth, costume cloth, melton cloth; rainproof, waterproof cloth, woollen and worsted; men's clothing, women's and misses' clothing, rainproof and waterproof.
Lodenfrey, JOH. Gg. Frey Munich/Bavaria.	Lodenfrey clothing.

HONG KONG

Fook Wah Company Hong Kong.	Jewellery, leather products, needles, textiles, flashlight cases.
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INDIA

India, Government of
Ottawa, Ontario.

Mill-made grey goods, ticking,
shirting, bedcovers, saris, silk
squares, handloom products.

IRELAND

Irish Ropes Ltd.
Kildare.

Tintawn (registered) brand sisal
cord carpeting.

JAPAN

Japan External Trade Recovery Textile products.
Organization
Tokyo.



Transportation Equipment

THE AUTOMOBILE takes pride of place in this particular section of the Fair. We predict that most visitors will want to see the line of Mercedes-Benz cars and trucks made in Stuttgart and the universal agricultural tractor that is said to prove especially useful on difficult terrain. France will bring its Renault cars and Czechoslovakia one of its better-known makes of small cars.

A Birmingham firm which specializes in automobile and refrigerator components will exhibit a wide range of its products—such as bumper and bumper guards, window lift mechanisms, door and truck lift handles, steering wheels, hood ornaments, etc. For the refrigerator manufacturer it will have door handles and hinges, plastic compartment doors, shelf supports, latches and strikers.

A Canadian exhibitor who first took space at the Fair in 1952 and has returned twice since will again display his line of laminated moulded outboard motor boats—a line which is finding a good market in the United States. Trailers for various uses will also be included in this section.

Countries exhibiting: Canada, Czechoslovakia, France, Germany, Netherlands, United Kingdom.

Leading exhibitor: Germany.

CANADA

Industrial Shipping Company
Ltd.
Mahone Bay, Nova Scotia.

McGinness Co., H. B.
Peterborough, Ontario.

Truck Engineering Ltd.
Woodstock, Ontario.

Laminated moulded outboard
motor boats, car tops, dinghies
— and hulls.

Commercial trailers.

Trailers — low-bed, transport,
cable, reel and pole; utilities
equipment.

CZECHOSLOVAKIA

Motokov
Prague.

Strojexport.
Prague.

Cars, motorcycles, spare parts
and accessories, agricultural
machines, tractors, electro-gas
equipment.

Revolving hydraulic automobile
crane, pumps, machine equip-
ment.

FRANCE

Regie Nationale Renault
Billancourt (Seine).

Renault cars.

GERMANY

Daimler-Benz Aktiengesellschaft
Stuttgart-Unterturkheim.

Mercedes-Benz passenger cars,
trucks, tractors, diesel marine
engines.

NETHERLANDS

Koni
Oud-Beijerland.

Automobile accessories, automo-
bile parts and garage equip-
ment.

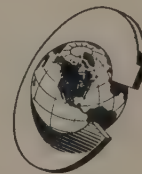
UNITED KINGDOM

Rubery Owen (Warrington)
Ltd.
Lancashire.

Wilmot Breeden Ltd.
Birmingham.

Trailer axles and automobile
components.

Automobile and refrigerator com-
ponents and accessories.



Follow the Signpost to . . .

MAIN RECEPTION AREA

GENERAL INFORMATION AND SERVICES

C.I.T.F. EXHIBITORS' AND VISITORS' COMMITTEE
POST OFFICE, TELEPHONES, TELEGRAPHS AND
CABLES

PUBLIC STENOGRAPHERS, INTERPRETERS

TRANSPORTATION INFORMATION AND BOOKING

DEPARTMENT OF TRADE AND COMMERCE

CBC INTERNATIONAL SERVICE

CANADIAN EXPORTERS ASSOCIATION

CANADIAN IMPORTERS AND TRADERS ASSOCIATION

CANADIAN MANUFACTURERS ASSOCIATION

PROVINCIAL GOVERNMENT OFFICES

THE CANADIAN CHAMBER OF COMMERCE

W.1 COLISEUM—West Annex

FOOTWEAR, LEATHER AND LEATHER PRODUCTS

HOUSEHOLD FURNISHINGS AND APPLIANCES,
SPORTING GOODS, TOYS, MUSICAL INSTRUMENTS

JEWELLERY, SILVERWARE, GLASS AND CERAMICS

TEXTILE PRODUCTS, CARPETS AND UPHOLSTERY

W.2 COLISEUM—West Annex, Mezzanine

FOOD PRODUCTS, BEVERAGES, TOBACCO

INSTITUTIONAL EXHIBITS

E.1 COLISEUM—East Annex

BUILDING SUPPLIES AND MATERIALS, HEATING
AND PLUMBING EQUIPMENT

HOUSEHOLD FURNISHINGS AND APPLIANCES,
SPORTING GOODS, TOYS, MUSICAL INSTRUMENTS

OFFICE EQUIPMENT AND SUPPLIES, PAPER
PRODUCTS, PUBLICATIONS, MERCHANDISING
DISPLAYS, STORE FIXTURES

SMALLWARES, HARDWARE



OUTSIDE AREA

AVIATION EQUIPMENT AND PARTS, AIRCRAFT

CONSTRUCTION AND ROADBUILDING EQUIPMENT

PACKAGING AND MATERIALS HANDLING EQUIPMENT

PLANT MACHINERY AND EQUIPMENT, HAND
TOOLS

POWER EQUIPMENT

E.3 INDUSTRY BUILDING

MACHINE TOOLS, WOODWORKING MACHINERY

PLANT MACHINERY, HAND TOOLS

POWER EQUIPMENT

SCIENTIFIC EQUIPMENT AND SUPPLIES, PRECISION
TOOLS AND GAUGES

E.4 AUTOMOTIVE BUILDING

AVIATION EQUIPMENT AND PARTS, AIRCRAFT

BUILDING SUPPLIES AND MATERIALS, HEATING
AND PLUMBING EQUIPMENT

ELECTRICAL EQUIPMENT AND SUPPLIES, ELECTRONIC
TOOLS, MOTORS

FARM IMPLEMENTS AND EQUIPMENT

MEDICAL AND OPTICAL INSTRUMENTS AND
EQUIPMENT

METALS, CHEMICALS AND RAW MATERIALS

PACKAGING AND MATERIALS HANDLING EQUIPMENT

PLANT MACHINERY, HAND TOOLS

POWER EQUIPMENT

SCIENTIFIC EQUIPMENT AND SUPPLIES, PRECISION
TOOLS AND GAUGES

TRANSPORTATION EQUIPMENT

The following nominal quotations may prove useful in checking prices. Canadian traders should consult their banks before making any firm commitments.

Conversions into Canadian dollar equivalents and units of foreign currency per Canadian dollar have been made at cross rates with sterling or the United States dollar on the date shown.

Except when buying and selling rates are specified, the mid rates only are quoted. The selling rate is that at which banks sell exchange to importers.

When several rates are indicated, the rate applicable depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Rates used exclusively in non-merchandise trading are not included in the table.

For conversion to United States dollar equivalent multiply by 1.01814.

foreign exchange rates

Country	Unit	Type of Exchange	Can. dollar Equivalent April 1	Units per Canadian dollar	Notes (See below)
Argentina	Peso	Preferential buying1310	7.64	
		Basic buying1964	5.09	
		Preferential selling1944	5.09	(1)
		Basic selling1310	7.64	
		Free0707	14.14	
Australia	Pound	2.1955	.455	
Austria	Schilling03778	26.47	
Belgium- Luxembourg	Franc01952	51.23	
Belgian Congo ...	Franc01952	51.23	
Bolivia	Boliviano ...	Official00517	193.46	
British West Indies	Dollar5717	1.75	(3)
	Pound	2.7444	.364	(4)
	Dollar	British Honduras6861	1.46	
Brazil	Cruzeiro ...	Effective selling Category I Category V	.01221* .00304* .05350	81.88* 328.47* 18.69	tax 10% (2) *March 22 (5)
Burma	Kyat	Official buying2063	4.85	
Ceylon	Rupee2058	4.86	
Chile	Peso	Official00491	203.62	(1)
Colombia	Peso3929	2.55	(6)
Costa Rica	Colon	Official1749	5.72	
		Controlled free1479	6.76	
Cuba	Peso9822	1.018	tax 2% (2)
Czechoslovakia ...	Koruna1364	7.33	
Denmark	Krone1422	7.03	
Dominican Republic	Peso9822	1.018	
Ecuador	Sucre	Official06548	15.27	
		Free05677	17.61	
Egypt	Pound	Official	2.8204	.355	(7)
Fiji	Pound	2.4724	.404	
Finland	Markka00427	234.19	
France	Franc00281	356.12	(8)
French Africa	Franc00562	178.06	(9)
French Pacific ...	Franc01544	64.77	(10)
Germany	D Mark2336	4.28	
Greece	Drachma03274	30.54	
Guatemala	Quetzal9822	1.018	
Haiti	Gourde1964	5.09	
Honduras	Lempira4911	2.04	
Hong Kong	Dollar	Free1684	5.94	*March 14
Iceland	Krona	Official06031	16.58	
		Special buying04754	21.04	
		Special selling03756	26.62	(11)
India	Rupee2058	4.86	
Indonesia	Rupiah	Basic08616	11.61	(12)
Iran	Rial	Certificate01297	77.12	
Iraq	Dinar	2.7501	.364	
Ireland	Pound	2.7444	.364	
Israel	Pound5457	1.83	
Italy	Lira00158	634.51	

* Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar Equivalent April 1	Units per Canadian dollar	Notes (See below)
Japan	Yen	·00273	366·43	
Lebanon	Pound	Free	·3040	3·29	
Mexico	Peso	·07853	12·72	
Netherlands	Guilder	·2585	3·87	
Netherlands Antilles	Guilder	·5209	1·92	
New Zealand	Pound	2·7444	·364	
Nicaragua	Cordoba	Effective buying	·1488	6·72	
		Official selling	·1393	7·18	
		With Surcharge I	·1220	8·20	
		With Surcharge II	·09773	10·23	
Norway	Krone	·1375	7·27	
Pakistan	Rupee	·2969	3·37	
Panama	Balboa	·9822	1·018	
Paraguay	Guarani	Basic	·04677	21·38	(1)
		With Surcharge I	·03638	27·49	
		With Surcharge II	·02728	36·65	(13)
Peru	Sol	Certificate	·05169	19·35	
Philippines	Peso	·4911	2·04	tax 17% (2)
Portugal	Escudo	·03428	29·17	(14)
El Salvador	Colon	·3929	2·55	
Singapore & Malaya	Straits dollar	·3202	3·12	
South Africa (Union of)	Pound	2·7444	·364	
Spain & Dependencies ...	Peseta	Basic buying	·04485	22·30	
		Basic commercial selling	·05980	16·72	(1)
		Free	·02522	39·65	
Sweden	Krona	·1899	5·26	
Switzerland	Franc	·2292	4·36	
Syria	Pound	Free	·2735	3·66	*Feb. 16
Thailand	Baht	Free	·04607	21·71	*Jan. 28 (1)
Turkey	Lira	·3508	2·85	
United Kingdom ..	Pound	2·7444	·364	
United States	Dollar	·9822	1·018	
Uruguay	Peso	Official	·6466	1·55	tax 6% (2)
		Basic buying	·5518	1·81	(1)
		Special buying	·4179	2·39	
		Basic selling	·5169	1·93	
		Special selling	·4009	2·49	
Venezuela	Bolivar	·2932	3·41	
Yugoslavia	Dinar	·00327	305·44	

* Latest available quotation date.

notes

1. Additional rates are in effect.
2. Tax affects selling (import) rates only; certain essential imports exempt.
3. Barbados, Trinidad, Tobago, Leeward and Windward Is., Br. Guiana.
4. Bahamas, Bermuda, Jamaica.
5. Brazil: Currency certificates auctioned for five import categories. Effective selling rate is official plus price of certificates. Exporters receive cruzeiros at official rate plus exchange premiums ranging from 18.70 to 31.70 cruzeiros per U.S. dollar depending on product.
6. Colombia: Stamp taxes of 3, 10, 30, 80 and 100 per cent on imports depending on essentiality.
7. Egypt: Exporters receiving payment in dollars are granted Entitlements authorizing purchase of exchange for dollar imports. Effective selling (import) rate is official plus premium (average of 10·168 per cent in January) on Entitlements.
8. Includes Algeria, Tunisia, Morocco, Guiana, Guadeloupe, Martinique.
9. Equatorial Africa, West Africa, Cameroons, Togoland, Somaliland, Madagascar, Reunion, St. Pierre and Miquelon.
10. New Caledonia, New Hebrides, Oceania.
11. Iceland: Special rates apply to minor export products of small fishing boats and designated non-essential imports.
12. Indonesia: Basic rate applies to all exports and essential imports. Purchase of exchange for other imports is subject to exchange surcharges of 33½, 100 or 200 per cent depending on product.
13. Paraguay: Basic rate applies to most Paraguayan exports.
14. Portugal: Approximately same rate for Portuguese Territories in Africa.

trade and tariff regulations

United Kingdom

ARRANGEMENTS FOR LICENSING HARDWOOD ANNOUNCED—Licensing arrangements under the dollar hardwood quota announced on January 12 have been published by the Board of Trade in Notices to Importers, Nos. 715 (February 25) and 720 (March 25), relating respectively to users and to importers. Applications are invited from users in the United Kingdom whose annual consumption of non-dollar hardwood exceeds £20,000, and from importers who imported non-dollar hardwood in 1954. A user who does not wish to import the timber himself may nominate an importer to act on his behalf.

For either purpose, the quota will be divided into two equal instalments. Licences for the first instalment will be valid to December 31, 1955. Licences for the second instalment will be issued in July 1955 and will be valid until June 30, 1956.

The quota will permit imports from Canada, the United States, and other dollar countries at an annual rate of £3 million f.o.b. Such imports will be additional to the dollar hardwood imported for priority projects for which licences are granted under previously existing arrangements.

For the purpose of the quota, hardwood is defined as timber produced from any tree other than a coniferous tree, not further prepared than hewn, sawn, planed, tongued or grooved; hardwood flooring blocks and strips however prepared; hardwood staves and caskhead timbers however prepared.

LICENSING OF PETROLEUM PRODUCTS—Importers of petroleum products were notified by the Board of Trade in Notice No. 717 that, effective March 21, the Board was prepared to consider applications for Open Individual Licences covering imports from various non-sterling countries, including Canada and the United States, of crude petroleum; processed oils; refined petroleum (as defined); lubricating compounds; inedible refined oils, including aromatic extracts; petroleum pitch, excluding natural asphalt and bitumen; manufactured bituminous asphalts, and waxes of all kinds including mixtures of waxes, wax residues and petrolatums. The grant of these licences is subject to specified arrangements with the Ministry of Fuel and Power.

The following products continue to be admissible under Open General Licence from any source: micro-crystalline wax, naphthenic acid, montan wax, natural ozokerite, petroleum coke, petroleum jelly (mineral jelly), and petroleum sulphonates containing not less than 20 per cent heavy mineral oil.

LICENSING RELAXATIONS ON MUSIC, HERBS AND SPICES—In Notice to Importers No. 716, March 2, 1955, the Board of Trade announced that, effective from that date, printed music would be admissible under Open General Licence from any source.

From the same date, dried herbs in bulk and spices of all kinds will be admissible under Open General Licence from any source. Previously only specified types of each were so admitted.

HIDES AND SKINS ON WORLD OPEN GENERAL LICENCE—Effective from April 4, the following will be admissible under Open General Licence from any source: hides and skins (other than furskins and woolled sheep and lamb skins), namely: raw, dried, salted or pickled; untanned hide splits; sheep and lamb skins, being grains and flesh, untanned.

From the same date, applications will be accepted for imports of raw woolled sheep and lamb skins originating in various countries, including Canada and the United States. Furskins from these countries will continue to require Open Individual Licences. Traders already holding such licences may have them amended to include raw woolled sheep and lamb skins.

The foregoing was announced in Notice to Importers No. 719, March 23, 1955.

Index to "Foreign Trade"

An index to the issues of "Foreign Trade" published from July to December 1954 inclusive has been prepared. If you would like a copy write to the Editor, "Foreign Trade", Department of Trade and Commerce, Ottawa.



Can you tell me, please

what are the answers to my problems in these competitive times?

Where can I find a way to operate my business more efficiently and more profitably, or see a line that will interest my customers?

How can I expand outside my local area and see more than the samples at my door? How can I broaden my vision to take in the best products

of the western world, and beyond?

Where can I compare the goods and meet the men who make them? In short, where can I find a new product, a new idea, a new opportunity, to give me new vigour in these competitive times?

Many have found their answer at the Canadian International Trade Fair. Perhaps you can too.

8th Canadian International Trade Fair

TORONTO - MAY 30 TO JUNE 10, 1955